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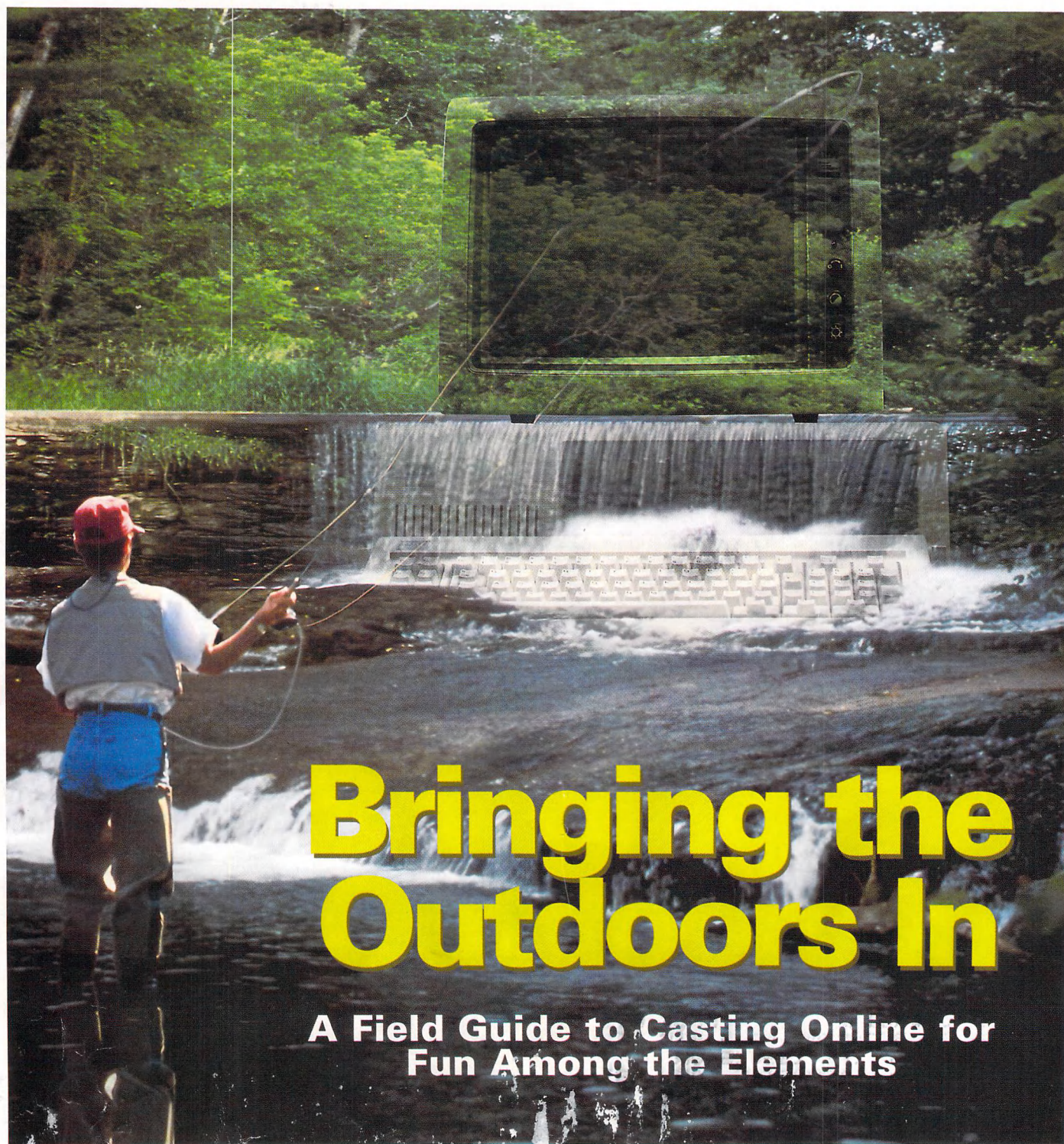
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APRIL 1995

COMPU SERVE

M A G A Z I N E

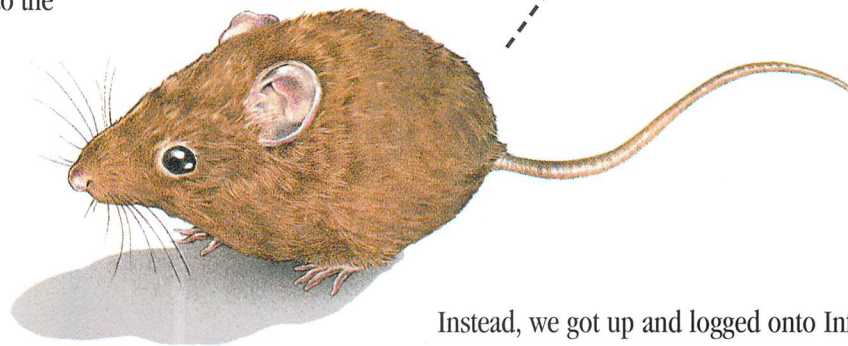


Bringing the Outdoors In

A Field Guide to Casting Online for
Fun Among the Elements

“Then the mouse bit me...”

Tracy, my eight-year-old, wasn't the least concerned as she said this. It was all part of the cat-and-mouse, girl-rescues-mouse story she was proudly recounting. But my wife and I exchanged a worried look. Mouse bite? Rabies? A close inspection revealed not even a scratch. By midnight though, neither my wife nor I was able to sleep. Should we take Tracy to the emergency room?



Instead, we got up and logged onto Information Access Health Database Plus (HLTDB). A search under “rabies” instantly yielded a pamphlet from the National Institute of Allergy and Infectious Diseases that assured us “rodents are rarely infected...and rabies can ordinarily be discounted.” In the periodicals section, we found 64 more articles – including two from “Pediatrics for Parents” – which confirmed what we already learned. The next morning we double-checked with the pediatrician.

“Don’t worry,” she said. “Mice don’t transmit rabies.”

But, of course, we already knew that.

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COMPANY

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The Music Place: THEPLACE for classics and jazz on CompuServe

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Feature Story

10 Bringing the Outdoors In

Do CompuServers ever come up from their keyboards for some fresh air? Sure—many who park themselves in front of a PC part-time have as much love for the world outside their real windows as they do for the world inside their onscreen ones. Their computers help them enhance their activities in the great outdoors by letting them come up with a plan and even buddies for their nature treks, spin stories around a virtual campfire, and act to preserve the terra firma that keeps them grounded. With: Radio you can download; e-magazine Outdoor Bytes; all-natural Usenet newsgroups and GIFs; lots of uploads.

Computing Services

22 Attack of the Swarming Bugs

No repellent can save you from the glitches that seem to plague present-day software releases: bugs are everywhere, making your spell checker flag correctly spelled words or bringing your Windows machine to a crashing General Protection Fault halt. You can't stop them, but files and company representatives in software support forums can act as a giant flyswatter, serving up program fixes and solutions in one fell swoop. Plus: Online bug-tracking columns; the new Support Directory.

Personal Enterprise

30 Marketing by Modem

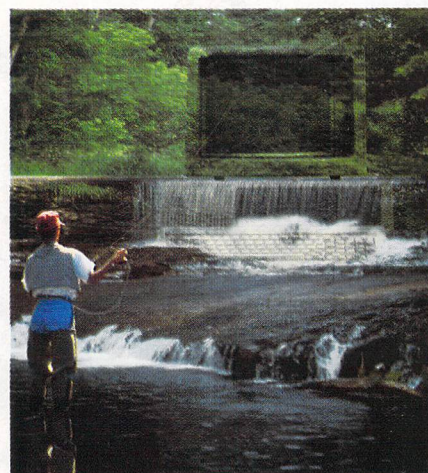
If you've got something to sell—an idea, your business, yourself—there's a new medium to work with, and you've probably already been there. Online advertising, product-demo or information uploads, and the simple act of hanging around relevant forums dispensing advice are all effective and highly personal ways of getting your message out. But watch how you step, since new rules and ethics are forming around cyberspace sales. Includes: Dos and don'ts; using CompuServe Classifieds.

Random Access

36 "Sonic" Boom

It doesn't really matter if it's you or your kids who are screaming the frantic, staccato "Segal!" slogan over and over; the appeal of the video-game entertainment megacorp's spiky blue hedgehog has cut across generations. For whoever's got one finger on a joystick and the other on the CIM Connect button, Sega's forum and online area offer fans game-playing tips, tactics, cheat codes, merchandise, and plenty of surprises. With: Sega Forum files.

42 Visions of the Black Experience: *American Visions* magazine's new forum lets everyone celebrate African-American culture.



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Swatting software's subtle pests—p. 22

STEVEN POLLOCK

ERIC BERENDT

DEPARTMENTS

Too Hot to Print

► Catch computer-industry news as it happens and read today's news, commentary, and product reviews. You'll find it only in Online Today, a daily updated newspaper.

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COMPU SERVE

M A G A Z I N E

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Volume 14 Number 4

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Dear Reader

It's tough to keep *CompuServe Magazine* assistant editor Cary Roberts at her desk on Friday afternoons during the spring and summer. She shuts down her hard drive early and heads to West Virginia's New and Gauley rivers, where for four years she's worked as a whitewater raft guide. On vacations, she traverses other raging rivers, such as the Colorado—225 miles of it through the Grand Canyon. When she's not rafting, she kayaks, hikes, and camps.

Like many CompuServe members, Cary is an outdoor enthusiast and an avid computer (Macintosh) user, a seeming personality dichotomy of loving both mother earth and computer technology. As the writer of this month's cover story, however, she discovered she's not alone. Outdoor buffs *do* embrace hard drives, and they do it to complement their love of the outdoors.

Many, including bicyclists, scuba divers, bird-watchers, hunters, and sailors, use CompuServe's forums to learn about and find the best outdoor gear and adventures. They join one another on expeditions and often hang out in forums to talk about the activities they can't get outside to do. They also help each other out, as scuba diver Stefan Hohn, who won our Member Essay contest this month, discovered when he tried to join a local dive club in Germany.

Clearly, the outdoors is a passion to some of our members, and the computer becomes a part of it by helping them think about, plan, and prepare for their adventures. You can read more about this unusual bond in "Bringing the Outdoors In," starting on page 10.

* * *

On the entertainment front, in case you don't know, EDRIVE's executive producer, Michael Bolanos, and director of online services, Jeffrey King, continue to load EDRIVE forum libraries with exclusive online movie clips. Their relationships with major movie studios, including Warner Bros., Universal Pictures, and Disney, mean we get videos fresh from Hollywood sets. In the past, those have included *The Lion King* (Disney's online multimedia premiere), *Stargate*, *Interview With the Vampire*, and *The Mask*.

All of this happened first on CompuServe, so you can rest assured that you're in the right place if you want to be around as movie moguls, entertainment producers, and computer savants merge technologies. Even now, the EDRIVE team is working with Apple Computer Inc. to develop a QuickTime virtual-reality movie viewer, which will provide more compression and higher video quality along with 3-D perspectives. Already available is the EDRIVE-created, one-step click-and-play Windows front end for QuickTime. (See "Making Up for Lost QuickTime," in our February issue.)

Completion of the virtual-reality viewer is projected for May. Check the EDRIVE forum notices to keep informed. In the meantime, GO EFORUM and read the text file QTWDOC.TXT in Library 16, "EDRIVE Multimedia," if you need a Windows users' guide to QuickTime.

* * *

Speaking of exclusives, *People* magazine recently joined CompuServe's lineup of top-publication offerings. Within the first weeks of its cyber-presence, it hosted celebrity conferences with supermodel Christie Brinkley and actor Christian Slater. There are more celebrities to come, too. *People* Online editors say *Melrose Place* actress Heather Locklear, comedian Richard Pryor, singer Sheryl Crow, and best-selling suspense novelist Richard North Patterson have agreed to appear as future conference guests. Be sure to watch What's New for announcements, and GO PEOPLE for updates.

BTW, *People* Online reporters recently scooped their print magazine with a courtroom conversation between the mothers of defendant O. J. Simpson and victim Nicole Brown. The story appeared first online in the *People* Daily section on the main *People* menu. CompuServe members already receive the complete text of *People* online every Friday night at 11 P.M., prior to newsstand availability, but it looks like we get daily exclusives, too.

Kassie Rose
Editor

Current CIM Versions

In reference to the January "Dear Reader" (p. 3), it is a good idea to remind members that they should use up-to-date software. It would also have been a good idea to list the current versions.

Ray Quartermain
Rijswijk, Holland
100322,710

Editor's Note: *The most current versions of CompuServe Information Manager software are as follows: English WinCIM 1.4, OS2CIM 2.0.1, MacCIM 2.4.1, and DOSCIM 2.2.3; French WinCIM 1.3.1F, MacCIM 2.3F, and DOSCIM 2.1.3F; German WinCIM 1.3.1D, MacCIM 2.3.1D, and DOSCIM 2.2.3D; and Spanish WinCIM 1.2.E (in development). To download these newest versions of CIM, GO CIMSOF.*

Cover Story

Gregor Gilliom's article on shareware utilities ("Tool Zone," January, p. 11) was the best review on that subject I have read in a long time. There were a number of utilities mentioned that I had never heard of, and the sidebars were very useful in identifying where to find the software mentioned. Having used CompuServe's shareware-registration service, I can recommend it to anyone who wants to register and support shareware.

John Davey
Wayne, Pennsylvania
73377,1002

I was disappointed that "Tool Zone" didn't mention the wealth of tools available in the OS/2 B Vendor Forum (GO OS2BVEN).

I also noticed that a couple of utilities listed under the IBM OS/2 Users Forum heading ("Hits Parade: Popular Utilities by Platform," p. 19) are formally supported by the authors in the OS/2 Vendor forums (ZIPCTL.ZIP is supported in OS2BVEN; WPSBKP.ZIP is supported in OS2AVEN, Section 1, "Other Vendors").

With the growing interest in OS/Warp and what I hope is a growing number of OS/2 users on CompuServe (since OS2CIM is shipped with Warp), it would be nice to see your shareware and utilities coverage [better] address the OS/2 platform as well.

Guy Scharf
Mountain View, California
76702,557

Usenet

Thank you for Paul Gilster's "Newsgroups Explained" (January, p. 23).

This article and the accompanying list of "Informative Files From the Internet Forums" (p. 27) have finally enabled me to locate and successfully access the newsgroups that interest me.

I especially appreciated the information available about image retrieval. I have tried in the past to download pictures from the Internet using two other online services, and after spending hours trying to figure out how to make it all work I gave up in frustration both times without success. But the simple and clear instructions given in the file USENET.TXT referenced in the article had me downloading and viewing pictures in less than 30 minutes.

Anthony G. Morrow
Manila, Philippines
74074,167

Home-Business "Size"

Thanks for the article "Being Bigger Than You Are" (January, p. 35). I have operated a process re-engineering graphic-production company from my home for four years. Most of my clients are the "big guys" around the world. I find that they really like the fact that I am home-based. They know they can contact me on weekends and evenings if necessary. They also appreciate that I don't have to go through "the chain of command" to get the work done. I outsource to several companies that tell me they prefer working with small, even mini-businesses like mine. We communicate through CompuServe Mail, fax, and overnight delivery, so location isn't a factor for them. As the Wizard of Oz's Dorothy said, "there's no place like home" when choosing a location for a mini-business.

Janie Sullivan
Mesa, Arizona
70403,3705

Fax and Scanners

I am a middle-aged homemaker who did not grow up with computers. Though I taught myself to use them, I still consider myself an unskilled computer novice. But I was proud to figure out a long time ago that I could use our stand-alone fax machine in the same manner described in "A Scanner in Your Midst?" (Monitor, January, p. 9).

My fax software is WinFax, and I save whatever I fax to myself as a PCX image (rather than TIFF, as the article suggests). This has a couple of advantages for me. First, I can import it as a graphic into WordPerfect documents and preview it (since it is PCX). Second, if I want it even cleaner than WinFax can get it, I can touch it up by using Windows Paintbrush. Here's a

tip: fax yourself your signature; then you can "sign" letters and other documents sent directly from your computer (with WinFax 4.0, use your signature graphic as a "stamp" on cover sheets, etc.).

Laurie Mahood
Richmond, British Columbia
73424,525

Shareware Support

CompuServe Magazine letters and articles urge readers to pay for shareware they use, and the programs themselves are full of reminder tricks and gimmicks, all of which are justifiable and needed. However, as a relative newcomer to shareware usage I see another side: shareware authors have an obligation to provide whatever support and update information they promise to purchasers.

I have downloaded quite a few programs from CompuServe and found only a few truly useful to me. I pay for those as soon as I prove their usefulness. Almost all promise support and update notifications, and occasionally even free future upgrades. I have yet to receive an update notice or program file for shareware I have purchased even though I have found later versions in CompuServe forum libraries. I have received no useful response to occasional requests for technical help and only one promise to "look into" an acknowledged bug I discovered—after several months and an additional inquiry, I received no other response.

If shareware authors do no more than I have found, they are providing more rationalization for those who fail to pay for shareware they use.

Chandler Townsend
Marion County, Arkansas
73322,3305

Member Essay

The reaction to my essay in the December issue ("Where Citizens Really Band Together," p. 22) was quite something. I received close to a hundred e-mail messages from readers around the world, most saying the same thing: We loved your piece; we want to see more.

Encouraged by the publication of my essay and the e-mail, I submitted a piece to *Reader's Digest* for its "Life in These United States" feature. It was accepted, and I was just informed that I'll be named "Contributor of the Month." My story, picture, and bio will appear in the April issue.

Bob Lacey
Half Moon Bay, California
73133,3351



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Send a message to CompuServe executives via CompuServe Mail addressed to CIS:MGMT.

To contact CompuServe Customer Service, GO FEEDBACK. Customer Service representatives also answer general questions in the Help Forum (GO HELPFORUM) and product-specific questions in the DOSCIM (GO DCIMSUP), MacCIM (GO MCIMSUP), WinCIM (GO WCIMSUP), CSNav-Win (GO CSNAV), MacNav (GO NAVSUP), and CompuServeCD (GO CCDSUP) support forums. These forums are part of basic services. **Call Customer Service in the United States at 800-848-8990; in France, 36 63 81 31; in Germany, 0130 86 46 43; or in the United Kingdom, 0800 289 458. GO CSHELP for other countries' Customer Service numbers.**

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Renegade Band of Conservatives Gathers On CompuServe to Start a Revolution, Save Money

► **Conservatives on CompuServe work toward "political and cultural revolution" in America.**

Since April of 1994, a renegade band of conservative activists has gathered on CompuServe to share ideas, express opinions, conduct research, and develop strategies leading to what they hope will be a "political and cultural revolution" in America.

Their meeting place, appropriately called TOWN HALL®, is a private forum on CompuServe. It is a joint venture of *National Review* magazine and The Heritage Foundation, the nation's premier conservative think-tank. The forum may be accessed in CompuServe by typing "GO TOWNHALL".

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Many CompuServe members find they actually save money on their regular CompuServe bill by joining TOWN HALL. The \$16 monthly fee includes unlimited use of TOWN HALL with no additional hourly charges when you dial a local CompuServe Network access number.

"It's a lot of fun," says one new member of TOWN HALL. "but it has a serious purpose." That purpose, according to the forum's sponsors, is nothing less than to provide a new electronic tool for a conservative "revolution" in America.

TOM PAINE GOES HIGH-TECH

Current CompuServe members who are conservative—or merely curious—are cordially invited to join TOWN HALL today for just \$16. Simply "GO TOWNHALL" or call 800-441-4142 for more information.

"If Thomas Paine were alive today," says TOWN HALL president Timothy Butler, "he'd still be a rabble-rouser. He'd still be fighting for the cause of freedom and giving the government fits. But he wouldn't be passing out pamphlets any more. He'd be on TOWN HALL."

MONITOR

TV Tryst-ings

Think the action is hot on *Melrose Place* and *The Young and the Restless*? Wait until you see what's going on in "Ask Jonathan," Section 4 of Entertainment Drive's Soap Opera Forum (GO SOAPFORUM), where *Soap Opera Weekly* assistant editor Jonathan Reiner offers healthy scoops of behind-the-scenes gossip and happenings.

Reiner logs on regularly to answer viewers' postings, offering peeks at future story lines and casting, explanations of plots past, and offscreen details of the stars. "Users often want to know about the actors' personal lives," says Reiner, "or if there is a real-life reason why something happened on their show, like 'Why did Stefano leave?' and 'Are the actors who play Bo and Billie involved in real life?'"

Reiner is uniquely qualified to run the section—as editor of the *Weekly's* "Any Questions" column, he taps a variety of industry sources and contacts at television networks, who release information to the magazine and give the OK to discuss it online. For questions about current or past plots and characters, he relies on publicists, previous issues of the magazine, fellow editors, and, above all, his own expertise.

Reiner says he receives more questions about *Days of Our Lives* and *The Young and the Restless* than any other shows, and the forum has sections devoted to both (as well as to *All My Children*, *Loving*, *General Hospital*, *One Life to Live*, *Melrose Place*, *Sisters*, and others).

"I'm amazed at how many soap fans there are online, and how literate, astute, and hilarious they are," he says. "I've made some great friends. Being part of the forum is a treat."

Members can also join live conferences with Reiner in the forum on alternate Thursdays at 10 P.M. ET.

Let's Do Launch: A Scale-Model Leap Into Space

If you're looking for a hobby that's a blast—literally—check out the action in Section 8, "Sport Rocketry," of the ModelNet Forum (GO MODELNET). It's just the place to launch a new outdoor activity.

According to ModelNet sysop Doug Pratt, sport rocketry is divided into two categories. Model rocketry, which attracts most newcomers, involves relatively simple rockets that weigh three pounds or less and are powered by motors classified as "G" and below (motors are labeled alphabetically, according to power). High-powered rockets are those outside the above classifications—such as the 32-pound, 16-foot craft in Pratt's basement.

"Model rockets can be so simple a four-year-old can use them," says Pratt. "High-powered machines are very advanced 'daddy' rocketry." Model rockets generally reach elevations of 100 feet; the record for a big-daddy launch is 37,000 feet.

"It's a sport where participants are widely scattered, and I get to launches only once or twice a year, so the section is my main source of



information on the hobby," says member Felix Sawicki of Maui, Hawaii. Sawicki uses the section to ask vendors questions about their products and often orders parts using e-mail. Members can also offer feedback to developers of rocketry kits, motors, and launch systems; find local hobbyists to fly with; read reports from members who attended launch events; and ask "help" questions that range from the basic ("My paint bubbled—what did I do wrong?") to the technical ("How do I calculate altitude so I know when to open the parachute?").

Information about the latest certified motors and more is available from representatives of the U.S. National

Association of Rocketry and the Tripoli Rocketry Association, who frequent the "Sport Rocketry" section.

Sport-rocketry library files include GIFs of photos taken from the rockets (some of which can be armed with 35mm cameras or video recorders), software programs that estimate center of gravity and calculate altitude, and even a graphics-simulation program that shows what a motor looks like while burning.

Ask What Your Country Can Send You for Free

If you think you pay lots of taxes and get little in return, there's a new area online that can help you collect your due. Visit the Government Giveaway Forum and look up the file "Free Goodies and Cheapies" in Library 1, "General Information" (G1001.TXT). It's 350K of free and nearly free products and services Uncle Sam provides to U.S. taxpayers.

The file's resources include how to get an internship at the Smithsonian Institution, where to order videos on weight control and nutrition, how to figure out the monetary value of your occupation in different cities across the United States, whom to contact to schedule a "Top Gun" pilot as a speaker at your next community event, and hundreds of other topics.

In addition to basic contact information—government-agency



names, phone numbers, and addresses—the file gives tips on how to work with the federal bureaucracy. An important part of your success is the careful handling of bureaucrats," advises Matthew Lesko, founder of Information USA

and Government Giveaway Forum sysop. "If you deal with them pleasantly and patiently, you will get quicker service and more publication and information."

To learn more, visit the forum at 10 P.M. ET.

Some Ingenious Software

Most software developers want to create programs that perform a specific task, like crunching numbers or processing words. But Rosemary West is different—she's interested in expanding users' minds.

West is responsible for such unorthodox software as Webster's Numerology, a program that helps users put together a personality profile based solely on a person's birthdate; Cliché Finder, which analyzes text documents for the presence of clichés and other overused phrases; and Creativity Package, a three-part program for writers, students, executives, and others who need to tap their inner creativity for fresh ideas.

West says she enjoys creating programs in areas mainstream software publishers ignore. "The first 'real' application

I wrote was Poetry Generator," she recalls. "It was inspired by something my pen pal sent me—a list of numbered lines of poetry. The idea was to use your Social Security number to pick the lines, thus creating a personal 'poem.' I realized a computer could do the same thing with much more variety and wrote a little program to amuse my co-workers."

While West has also created a number of "conventional" programs, including printer and database utilities, she admits that she really loves to create titles that are provoking and playful. "My imagination is pretty active, and I have more ideas for programs than I'll ever actually be able to produce," she says. "If there's a theme in my work, it's simply an optimistic attitude and the desire to bring both a little more fun and a little more knowledge into peo-



ple's lives."

West's creations can be found in a wide range of CompuServe forums. For a comprehensive list, visit the PC File Finder (GO PCFF) and search by her User ID number: 74774,403.

West also offers support in the PC Vendor K Forum's Section and Library 9, "RK West Consulting." To reach the forum, GO RKWEST.

Ebert's Laws: A Review of Hackneyed Cinema

You go to enough different movies, you start to notice things," begins the introduction to *Ebert's Little Movie Glossary* (Andrews and McMeel, 1994), a collection of aphorisms created for the slightly cynical film fan. The book, edited by Pulitzer Prize-winning film critic Roger Ebert, is a funny compendium of clichés, stereotypes, and tired conventions found in most movies (even the great ones), arranged by alphabetical category.



Observations by Ebert, his TV cohort, Gene Siskel, and comedian Emo Phillips share the pages with those by ordinary moviegoers from around the world. Many of the book's entries were written by CompuServe members who submitted ideas to Ebert's section in the ShowBizMedia Forum (GO SHOWBIZ) in response to an early online version of the glossary. "Somebody sent in a contribution," says Ebert, "and it just snowballed."

Ebert says one of his proudest moments as a reviewer was the night he was viewing a movie and a member of the audience yelled "Fruit cart!"—a reference to one of his most famous definitions. It and several other entries are listed in the following slightly abbreviated

AC-WAT-NOBI Movie: A Cop With a Theory No One Believes In.

Die-Three-Times Law: In modern movies, the villain must die three times: First he gets killed—but isn't really dead! Then he gets killed—but he's still alive. Then he gets killed.

Engine-Equalization Law: Phenomenon which allows large, lumbering Cadillac limousines filled with bad guys to keep up with heroes in exotic sports cars.

Fallacy of the Talking

Killer: In situations where all the villain has to do is kill the hero, he inevitably talks for too long, boasting and explaining his plans, until the hero can be saved.

Fruit-Cart Rule: In any chase scene in an exotic locale, a fruit cart will be overturned.

One Size Fits All: Whenever a guard or enemy soldier is knocked unconscious by the hero, his uniform will turn out to fit the hero perfectly. Female sub-rule: In the case of a heroine, the captured uniform will always be much too large or much too small.

Sean Connery Exception: Bald men are not allowed to perform romantic kissing in the movies unless they are later revealed to be villains or are Sean Connery.

Locate U.K. Pubs and N.Z. Sights



The Good Pub Guide (GO UKPUBS), an up-to-date companion for consumers interested in experiencing the best of British pubs, is now available as part of basic services. The guide contains detailed descriptions of more than 1,300 pubs, all visited and commented on by the Good Pub Guide's team of anonymous inspectors. Each entry describes the establishments and offers information such as whether a pub brews its own beer or has live entertainment. Shorter entries describing more than 4,000 other highly recommended pubs are listed under the heading "Lucky Dip." Also recommend your favorite pub in the Guide's Feedback section.



If you're planning a holiday in New Zealand, visit the Pacific Forum's new Section 6, "Travel NZ" (GO PACFORUM). Overseen by TravelData New Zealand, the section and its corresponding library provide information on accommodations, transportation, tours, attractions, leisure activities, cultural activities, and costs. The section will also feature news files on upcoming events and happenings that appeal to visitors and firsthand expert advice from New Zealanders.



The German DMV Publisher Forum (GO DMVGER) puts you in touch with the editorial staff of six German computer magazines: *DOS International*, *Electronic News and Fun*, *Highscreen Highlights*, *Windows Home*, *Funkschau*, and *Toolbox*, all published by DMV-Verlag, a well-known German publisher of special-interest magazines. Talk to editors, PC experts, and other members in the message sections; library sections carry more than 50MB of shareware, macros, and listings that have appeared in the magazines.

Hot Leads and Hard Facts

If it's true that a good reporter would sell his own mother for the scoop on a hot story, then there's a surprising collaborative chemistry in the "Investigative/I.R.E." section of the Journalism Forum (GO JFORUM). Its membership of investigative reporters, editors, and journalism students regularly help one another refine their skills at the most modern of research methods—computer-assisted reporting. "We foster a culture of cooperation," says section leader Neil Reisner, database editor for *The Bergen Record*, a northern-New Jersey daily paper. "While we compete fiercely to get the best and most compelling stories, we help whenever we can."

Computer-assisted reporting, or CAR, is best defined as using PC technology and online services to find story ideas, sources, and data. Thanks to thousands of forums, bulletin boards, and Internet newsgroups, reporters need only the right equipment to locate information and experts once considered inaccessible. Discussions within the section range from problem-solving technical questions to debates over industry ethics. CAR, say members, can help reporters better cover everything from election results to airplane crashes.

The section is sponsored by (and named for) two organizations based at the University of Missouri School of Journalism: Investigative Reporters & Editors Inc. and the National Institute for Computer-Assisted Reporting. Its membership includes award-winning, "heavy-hitting" veterans, says Reisner, as well as writers who are just learning about CAR. Some of the most active members are journalism students, "who use us as a sounding board or as online mentors."

It Finds Waldo With 100-Yard Accuracy

Global Positioning System (GPS) units use a network of orbiting satellites to help users find their exact position anywhere on Earth. Now, gadget buffs who've been looking for a down-to-earth reason to spend several hundred dollars on a GPS device can find ample justification for their purchase by downloading the file "Travel the USA Using Your GPS" from the Consumer Electronics General Forum (GO CEGENERAL).

The file lists the precise location of more than 4,000 cities, towns, and points of interest in the United States.

When used with a GPS mapping application, the information can be used to zero in on sites both large and small.

For example, you'll discover that New York City is located at 40 degrees, 43 minutes, 00 seconds latitude by

74 degrees, 01 minutes, 00 seconds longitude; and that Sawpit, Colorado, can be found at 37 degrees, 59 minutes, 42 seconds latitude by 108 degrees, 00 minutes, 07 seconds longitude. You'll also find that the CompUSA computer superstore in Schaumburg, Illinois, is located at 42 degrees, 03 minutes, 10 seconds latitude by 88 degrees, 03 minutes, 10 seconds longitude.

To analyze the database for yourself, simply download the file GPSUSA.ZIP (46,927 bytes) from the CE General Forum's Library 6, "Misc.

Electronics." Never again will you mistake Detroit, Oregon (44 degrees, 44 minutes, 04 seconds latitude by 122 degrees, 08 minutes, 59 seconds longitude), for Detroit, Michigan (42 degrees, 20 minutes, 00 seconds latitude by 83 degrees, 03 minutes, 00 seconds longitude).



Art Direction: Brushes With Painting Greatness

Does the talent of a Rembrandt, Renoir, or Picasso lie hidden deep within your soul? Or perhaps you simply want to be able to sketch a picture of Barney for your five-year-old. In either case, you can hone your artistic skills by participating in the ongoing art lessons offered in the Artist Forum (GO ARTIST).

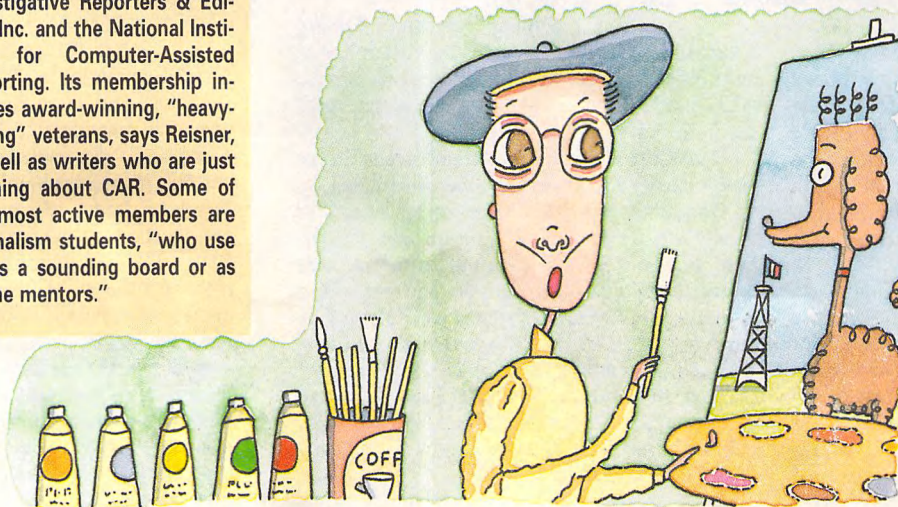
In the forum's Section 4, "Painting," and Section 5, "Drawing/Printmaking," members can seek advice from the forum's staff, many of whom are

professional artists who received their training at such prestigious institutions as Boston's School of the Museum of Fine Arts. Members can also upload their works to a library for critical evaluations by the forum's staff and members.

"Whether you're interested in oils, watercolors, alkyds, acrylics, casein, or exotics like hydrocarbon resins and Magna, there's always somebody to discuss them with you," observes Robert Phillips, the forum's wizop. He adds that the same

holds true for drawing enthusiasts. "Whether it's charcoal, pencil, colored pencil, or pen and ink, this is where drawing is spoken." Many of the forum's members have gone on to exhibit their works in galleries.

While most of the questions posed in the sections revolve around techniques and tools, occasionally the discussion detours into the lesser-known aspects of art. For instance, Rob Howard, a forum sysop, recently clued members into just what ingredients go into some types of paint. "Gamboge pigment is made in India by feeding special leaves to the cattle and then collecting and drying their urine. This is then ground up with oil to make paint." He added that many other colors are also created in icky ways. "True cochineal is made from nasty little bugs. And most of the earth colors are made from dirt."



Monitor

Contributors: Cathryn Conroy, John Edwards, Gregor Gilliom, Michele D. Kinnamon, Paula Lovejoy, Tracy Mygrant, Lindsay Van Gelder

Behind the Screens

with John Edwards



Writing on the Wallpaper

I believe, without a scintilla of doubt, that one can judge a person's moral character, psychological temperament, personal disposition, and perhaps even predilection in undergarments by the onscreen wallpaper he uses.

It's an indisputable fact: wallpaper serves no purpose other than to gratify the inner recesses of the viewer's soul. After all, if wallpaper functioned solely as a windows backdrop (as some claim), a digitized photo of a flower arrangement or a crisp paisley pattern would serve just as well as the distinctive graphics people load onto their systems.

For example, consider a computer guy whose wallpaper

images consist of:

1. Naked women.
 2. Semi-naked women.
 3. Women in the process of becoming naked or semi-naked.
- It's a sure bet that this particular computer enthusiast isn't writing angry letters to advertisers on the Fox network. On the other hand, we can also deduce that this fellow:
1. Owns an extensive CD-ROM collection.
 2. May have difficulty concentrating on his work.
 3. Might have followed a career as a mechanic if not for the easy availability of student loans.

Some people, when creating their wallpaper collections, opt for the easy, commercial solution and buy a ready-made package. You know, "The 60 Minutes Wallpaper & Screen Saver Kit: Deluxe Blue-Ribbon Collection"—with Mike Wallace repeatedly shoving a microphone in Newt Gingrich's face and Andy Rooney stacking soap bars on his office desk (after a user-determined time limit... they all fall down!). I, for one, like people who create their own wallpaper collections. After all, you have to admire the moxie of someone who actively seeks out images of Mr. Spock smiling.

By now you're probably won-

dering what wallpaper graphics are loaded onto my computer. The answer is simple: fat guys. Being somewhat on the heavy side myself, I find it encouraging (empowering even) to view images of men of substance and success as I go about my daily work. I've found the Archive Photos Forum (GO ARCHIVE) and the Bettmann Archive Forum (GO BETTMANN) to be veritable treasure troves of tubby role models. So far I've downloaded graphics of Orson Welles, Diamond Jim Brady, William Howard Taft, Oliver Hardy, and Charles Laughton, among others.

Of course, I'm always willing to trade for new wallpapers. I'm currently looking for Peter Ustinov, John Candy, and Divine images. And don't forget, all you Windows users out there, the Official Behind the Screens wallpaper (a unique Andy Warhol-style image featuring... me!) is available in the Windows Fun Forum's (GO WINFUN) Library 9, "BMP/Graphics." Simply download the file BTS.BMP (40,642 easy-to-download bytes) and enjoy. (Not suitable for all audiences.)

For more BTS gems by John Edwards, GO OLT-130. Edwards is a contributing editor of CompuServe Magazine. His CompuServe User ID number is 70007,412.

Trading With the "Easts"

Portugal's Banco 7—the nation's first "telephone" bank that operates solely by phone, fax, and mail—devised an advertising campaign last fall to encourage its current customers to bring in new ones. Ogilvy & Mather Direct Portugal, the agency handling the account, thought of a unique incentive gift: Bao Ding balls. Palm-size and made of iron, these Chinese balls are said to relax muscles and reduce stress.

Given the green light, Ogilvy account director Luis Marinho-Falcao had to locate 2,000 Bao Ding balls pronto. He posted a message in Section 20, "Asia & Middle East," of the International Trade Forum (GO TRADE), and within days members led him to the supply he needed at a fair price.

Section 20 is ideal for people who want to do business with Asian and Middle Eastern companies but may not be familiar with the region's cultures. Section leader Masanobu Taniguchi of Tokyo, Japan, says discussions have included business practices of Chinese government-sponsored corporations, the general business climate of Myanmar's pearl industry, and the seeking and finding of regional business partners.

MONITOR

Mighty Morphin' Animations and Programs You Can Try

Morphing software—programs that let you merge a still or moving image into another—has come of age. Three years ago, it was a tool reserved for Hollywood special-effects wizards; today, several home morphing programs can be had for less than \$100.

To see what this amazing software can do before you invest, try downloading a few celebrity morphs from Library 3, "Multimedia," of ZiffNet's Computer Life Forum (GO LIFEFORUM). Even if you aren't interested in using the software yourself, who can resist seeing AVI files of:

Supermodel Kate Moss morph into actor Johnny Depp (DPPMSS.ZIP);

Saxman Michael Bolton become sax fan Bill Clinton (SAXMAN.ZIP);

David Letterman turn into best pal Madonna (MADLET.ZIP);

ZiffNET

Michael Jackson morph into his wife, Lisa Marie (LISAMI.ZIP);

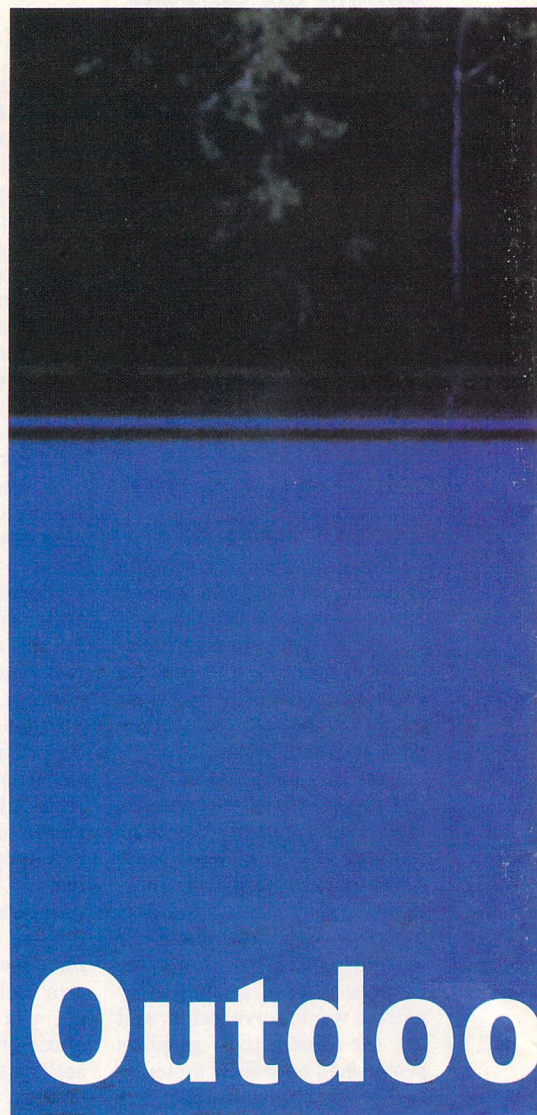
Richard Gere meld into his ex, Cindy Crawford (RSHCIN.ZIP)?

These AVI-format morphs and others, suitable for Windows only, are available exclusively to ZiffNet members and carry no charges other than standard connect time. If you need help setting up your PC to view AVI files, download the ZDI screen saver/AVI viewer ZAVICL.ZIP from the Computer Life Forum. Complete setup instructions are included.

When you're ready to try a little desktop magic of your own, one of the easiest programs to use is Rmorph Graphics Morphing (RMORPH.ZIP), a shareware program also found in the Computer Life Forum. Try merging your first-grade picture into your high-school-graduation portrait, or scan pictures of a recent bride and groom to get a sneak preview of what their kids might look like.

For tips on using morph software, read Matthew Lake's "Morph Magic," an article from the November 1994 issue of *Computer Life* magazine. The file, MORMAG.TXT, can be read online or downloaded from the same library.

ZiffNet is part of CompuServe's extended services and carries an additional membership fee. GO ZIFFMEM for details.



Bringing the Outdoor

FEATURE

Where to GO

Earth Forum
GO EARTH

Great Outdoors Forum
GO OUTDOORFORUM

Outdoor Activities Forum
GO OUTACT

Outdoors Support Forum
GO OUTSUP

Sailing Forum
GO SAILING

Scuba Forum
GO SCUBA

▶ **Alt-Control-Escape has a new meaning when you hit the trail mix of open-air activities online.**

If legendary American outdoorsman Davy Crockett were alive, he'd probably be a CompuServe member. How else could he share the exploits of his latest bear hunt with fellow woodsmen around the world or track down a better way to stitch a coonskin cap? Granted, the image of him pointing and clicking a mouse (versus a musket) is a little hard to fathom, but no more so than the modern-day campers who spend hours parked in front of their personal computers at home. Yet hordes of outdoor enthusiasts—from hunters and bikers to anglers and hikers—use the Information Service to discuss equipment, trade travel tips, and swap stories about their latest adventures. For those whose passions lie beyond their windows, CompuServe brings the outdoors in. Members escape the concrete jungle by logging onto the electronic one.

"The computer is a tool that enhances our time spent outdoors," says Joe Reynolds, administrator of the Earth, Great Outdoors,

Outdoor Activities, and Outdoors Support forums, and a former editor of *Field & Stream*. "It cannot replace actual outdoor experiences, but it complements them by opening up an entirely new world of information and friendships."

The "new world" Reynolds describes is actually a multitude of places online—the many activity-specific forums and sections that members tap for in-depth information about their favorite pursuits. For example, divers access Caribbean travel itineraries and dive-planning software packages in the Scuba Forum; climbers find technical-equipment reviews and message threads about climbing-site access in Library 11, "Snow Sports/Climb," of the Outdoor Activities Forum. Libraries in the Great Outdoors Forum offer a wealth of downloadable graphic and sound files that capture the splendor of Mother Nature—everything from

An assistant editor of CompuServe Magazine, Cary Roberts spends weekends whitewater kayaking or guiding rafts in West Virginia. Her CompuServe User ID number is 70004.2650.



STEVEN POLLOCK

rs In

a GIF of a whitewater raft splashing its way down Oregon's Rogue River to WAV samples of the nationally syndicated *Escape to the Outdoors* radio program. (See "Green Screen Shots," on p. 18, and "Escape," on p. 12.)

It's not surprising that outdoor-oriented forums are so active—according to the Outdoor Recreation Coalition of America, 89 percent of Americans participate in some form of outdoor recreation. The U.S. Sporting Goods Manufacturing Association estimates that in 1993 alone, 47.8 million Americans went freshwater fishing, 34.8 million camped in a tent, and 4.7 million tried rock climbing. Nearly 7.4 million people rode a mountain bike—an increase of almost 400 percent since 1987. What's driving people outside? More and more, says Reynolds, it's stress. "The increased pressures of contemporary living and the continued concentration of the population in urban and suburban areas are major factors in the widespread urge to get outdoors," he says.

David Zeiss, author of the guide *Canoeing North America*, agrees. Zeiss, who also directs the outdoor-recreation program for

Grinnell College in Grinnell, Iowa, recently led students on a six-day canoe trip and asked them why they participated. "No one answered, 'To learn to canoe' or 'To have fun,'" Zeiss recalls. Instead, they told him they needed to get away from the fast pace of modern life. "Many commented that time away from professors, peers, and parents allowed them to think about what was important in their lives without all the pressures of our society."

Indeed, escape is the number-one reason people engage in recreational activities, says Dr. Colleen May, director of travel and tourism studies at the United States Sports Academy, a graduate school in Daphne, Alabama. "Outdoor recreation acts as a catharsis, providing an arena for accomplishment and recognition, as well as an avenue for building friendships." It also offers experiences that have been all but removed from the daily routine. "Living in an insulated environment of microwave ovens and artificial lighting has taken away many challenges and sensory stimulations that our forefathers had as they tamed the wilder-

ness," she adds.

Unlike Davy Crockett, few CompuServe outdoorsmen and -women literally fight for survival in the wilderness. But as they navigate rapids or ramble up a trail, they experience a similar sense of adventure and closeness to nature. Between their outdoor excursions they explore cyberspace to get advice, make friends, exchange stories, and influence the politics that affect their sport.

First-Class Aid

The success of any outdoor adventure, whether an afternoon jaunt through Central Park or an extended trek through the Himalayas, depends on proper planning and supplies. Instead of relying on the advice of local travel agents or equipment salespeople—who may never visit the destinations or test the gear themselves—members turn to the endorsements and tips of fellow CompuServers.

That's certainly the case in the Sailing Forum, where "the interaction of the members provides everyone with a huge collective expertise on almost any aspect of the sport,"

says sysop Brion Lutz. "They benefit from others' experiences of cruising in Belize, sailing around the world alone, fixing engines, or using celestial navigation."

The Sailing Forum brain trust has proved especially helpful to Mike and Amy Kneafsey of Tulsa, Oklahoma. Last summer the couple chartered a 42-foot sailboat for a 10-day vacation in the British Virgin Islands. To plan the voyage they turned to the forum's Library 4, "Cruising Grounds," where they

found 100 pages of journals contributed by sailors who had navigated and explored the islands. "If it hadn't been for the knowledge gleaned in this forum, I probably wouldn't have had the know-how or confidence to do this charter," says Mike.

The Kneafseys, who sail most weekends on Oklahoma's Grand Lake, first joined the Sailing Forum in search of a small radio they needed to communicate with friends on other

boats. A day after Mike posted a message asking for suggestions, a member offered to send him a radio he no longer needed, free of charge. Mike was amazed at the member's generosity. "He didn't even give me an address to reimburse postage,"

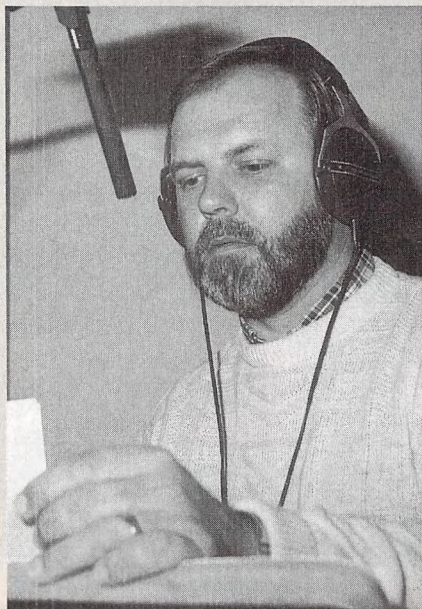
he recalls.

For Branchburg, New Jersey-based cyclist Bill Voss, a message posted to the Great Outdoors Forum didn't uncover a used part, but it did bring an answer to a tricky equipment need. After purchasing the bike of his dreams with input from fellow Compucyclers, Voss planned to install clipless pedals, an accessory that attaches to the bottom of specially cleated biking shoes. His dilemma: a pair of size-15 feet. "Local bike shops were not at all helpful in finding shoes that size," says Voss. "Most ventured the opinion that no such thing existed." Desperate for a solution, he posted a message to the cycling section (now Sections 4 through 7 of the Outdoor Activities Forum), labeled "Bigfoot Needs Help." A cyclist in Colorado Springs—which promptly mailed the size he needed. "I would probably still be riding in sneakers if not for CompuServe," he says.

Like Voss, Laurence and Yolanda Fahrney sought online advice before investing in bikes for an extended vacation that's taken them through the northeastern United States and Australia. "I made my final choice of a touring bike after getting the opinions of others in the Outdoors Forum," says Laurence. "They provided insight about brands, road reliability, and general feel. Because loaded touring is a relatively small market niche, many bike shops don't really have experienced people."

For most cyclists, loaded touring means riding without a support vehicle—all food and equipment is carried on the bike itself. For the Fahrneys, the load includes an HP OmniBook 300, Zoom pocket modem, and acoustic coupler. By connecting to public phones, they log onto CompuServe once or twice a week to stay in touch with family members and ask spur-of-the-moment travel questions to online friends. "The outdoor forums have aided us in unfamiliar territory," says Laurence. "We get suggestions about the best routes to take." One member steered them from Newtown, Connecticut, to Shelburne, Vermont, along "a great series of roads," he adds. The couple uses TAPCIS to access the Information Service, reading and writing messages offline for days at a time, then spending a few minutes on the phone in send-and-receive mode. The ability to communicate so cheaply and quickly, says

FEATURE



Tom Fegely (left) and Bob Hirsch (right) have talked recreation with pros and presidents.

Escape, Radio You Can Download

Tune into CompuServe and "hear" the syndicated radio program *Escape to the Outdoors*, a three-minute daily broadcast aired on 400 U.S. stations. The award-winning show covers recreation-oriented topics and features guests ranging from the famed to the ordinary. With permission from the show's owner and CompuServe member Mike Walker, sysop Joe Reynolds records the broadcasts, converts them to WAV files, and stores them in Library 18, "Outdoor Audio," of the Great Outdoors Forum (GO OUTDOORFORUM).

"We thought it would be nice to be the first radio program on an online service," says Walker. "The very idea of radio coming off the computer net was intriguing." The show's host, Bob Hirsch, and former co-host

Tom Fegely, are also CompuServe members.

In its eighth year, the show delves into topics ranging from hiking and hunting to off-road vehicles and outdoor cooking (a chef offers recipes on each Saturday program). Former U.S. President Bush has appeared twice ("He talked about shooting quail," quips Walker), and singer Johnny Cash once reminisced about the days he fished with a cane pole as a kid. Other guests have included National Rifle Association president Bob Corbin and an array of pro anglers and outdoor guides.

To access files from past broadcasts of the show, search the library using the keyword ESCAPE.

—Tracy Mygrant

Laurence, is worth the puzzled looks he sometimes gets when standing in a phone booth, decked in cycling garb, typing away.

On the giving end of online counsel, Outdoor Activities Forum section leader Richard Beaubien, a Chelmsford, Massachusetts-based mechanical designer and self-professed gear nut, provides input on all aspects of climbing. His outdoor vitae includes conquering the summits of Mt. Hood, Mt. Whitney, and Pike's Peak, some of the highest mountains in the United States. He's picked up many tricks along the way and often shares them in the forum. "As a section leader, you need to allow for personal preference," says Beaubien. "I describe techniques and methods so members can weigh the pros and cons, try them out in the appropriate places, and come to their own conclusions."

One recent Beaubien tip was aimed at parents of young climbers. Because special climbing shoes often run \$100 or more—and can be quickly outgrown—Beaubien suggested using a climbing-shoe resole kit (which costs about \$15) to glue the necessary hardened-rubber sole onto a child's old sneakers. "Even used, with the way kids change sizes, the seasonal cost can be a real problem," he says. "The sneakers lack stiffness, but the additional friction gained is well worth the trade-off."

The Buddy System

Except for a few extremists, most outdoor buffs prefer their activities tandem, not solo, and whom they paddle/climb/ride with can be as important as where they do it. Often, modem-to-modem interaction leads to face-to-face adventure. Or, in some cases, mask-to-mask.

The Scuba Forum is one of the most active in terms of members sharing destination ideas and planning trips, says sysop Rick Drew, a diving instructor and scuba-equipment technician and designer. "Many messages basically state, 'I live in California—anyone want to dive Catalina this weekend?'" Drew says. More often than not, a partner will be found.

Catalina was the site of a successful trip last summer organized by member Lori Wahl of Placentia, California. Wahl spent a month corresponding with several Scuba Forum members to plan the two-day dive, which drew nine forumites from points as far as Arizona, Pennsylvania, and Europe. The group, which included everyone from a beginner to a divemaster, made two dives the first day from shore and three the next day off a chartered boat. "It was a great time, and we learned a lot from each other," says Wahl. "It's interesting to meet new divers and share stories as well as our love for the sport."



LANDY TAYLOR

Joe Reynolds combines a love for hunting and computers as administrator of the outdoors forums.

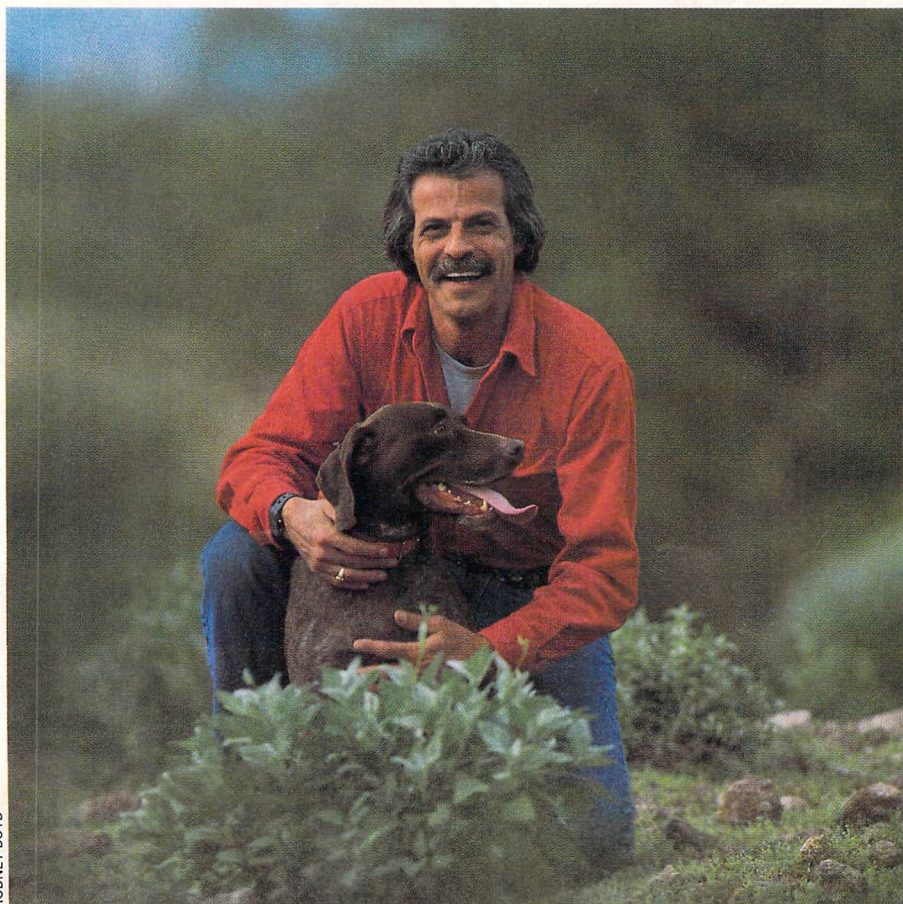


RUSTY FLEMING

The Kneafseys sailed the British Virgin Islands with journal advice from those who'd gone before.



Scuba Forum sysop Rick Drew says diving adventures often start with online planning.



Tony Mandile takes CompuServers and his shorthaired pointer, Ginger, on an annual wild-pig hunt.

Sometimes, a weekend excursion like Wahl's can grow into an annual event. When Tony Mandile used the term "javelina" in a Great Outdoors Forum message four years ago, little did he know it would eventually lead to the annual Steenkin' Peeg Hunt. When several members responded that they'd never heard of javelina, Mandile, assistant forum administrator of the Earth, Great Outdoors, Outdoor Activities, and Outdoors Support forums, explained that it's a term for a collared peccary—a type of wild pig, and invited them to join him for a hunt. That was three Steenkin' Peeg Hunts and 15 CompuServe participants ago.

The now five-day event is held on the White Mountain Apache Reservation in Arizona, where the intrepid hunters camp on the reservation but admit they don't really rough it, thanks to Mandile's fire-and-skillet skills. "I do most of the cooking in camp, and the food ranges from hot roast beef to steak," says Mandile. "We have smoked salmon, marinated quail grilled over mesquite coals, and deep-fried venison tenderloins." Between the feasting, they hunt pigs and quail. "We've averaged about a 50 percent [shot-per-kill ratio] on pigs, but nearly everyone has had chances to shoot and has seen game," he adds. To control the number of wild-pig hunters on the reservation, a limited number of hunting permits are issued on a first-come basis.

Angler Raphael Gonzalez of Astoria, Queens, New York, credits CompuServe for hooking him with some new fishing buddies and his best catch of the year. Last October he joined fellow Great Outdoors Forum member Paul Pallante and "Saltwater Fishing" section leader Mike Plaia in Montauk, New York, a small fishing village on the eastern seaboard. In Plaia's boat, they headed out into the Atlantic early on a Sunday morning, and within hours Gonzalez reeled in a 20-pound striped bass—the first striper he'd caught all year big enough to keep. "CompuServe shares a great deal of the credit," says Gonzalez, adding that the Information Service has expanded his angling horizons and allowed him to fish places he might never have had the opportunity to.

For Ann Johnson of Indianola, Iowa, the Atlantic coast was the meeting place for an altogether different fresh-air activity: bird-watching. Online, Johnson arranged to meet four fellow members of the Outdoor Activities Forum's Section 8, "Birding," for a daylong "pelagic" (a search for oceanic birds) off the coast of Brielle, New Jersey. Before dawn on a chilly day last December, Johnson and friends boarded a 110-foot vessel and traveled 50 miles to Hudson Canyon, where a variety of birds gather to eat food churned to

the surface by upswells. "Our sole purpose was to stand on deck in freezing weather to see species of birds we don't see elsewhere," says Johnson. "The looks are brief and recognition must be quick." The excursion was a great success—the group identified 16 bird species and spotted three they'd never seen before and couldn't pinpoint. "The highlight for me was the great show put on by the Dovekie, a bird of the North I particularly wanted to see," she adds.

The Virtual Campfire

Often, part of the fun of an outdoor adventure is recalling the highlights upon return. Traditionally told around the campfire, yarns about the day's escapades now unfold as forum messages. For members who hear the call of the wild when fate or Mother Nature *isn't* cooperating, such postings present a vicarious escape from the daily routine.

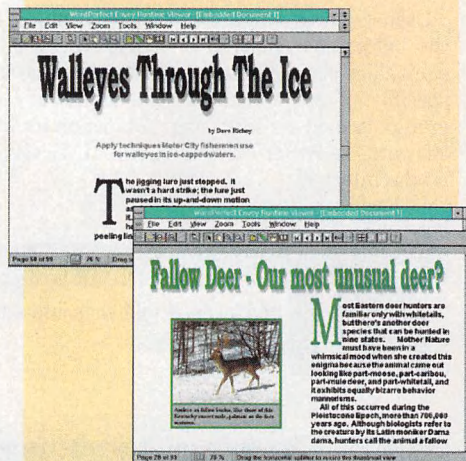
When it's winter in the northern hemisphere, there's no snow for Australian Ted Harper, an avid downhill skier and member

of the Outdoor Activities Forum. For respite from the long Sydney summers, Harper turns to CompuServe. "Reading the skiing section of the forum makes me feel cooler and closer to the next ski season," he says. In July and August he returns the favor by posting information about snow skiing Down Under for northerners "who are suffering severe snow withdrawal just when we're in mid-season."

Harper also turns to forum members for skiing news that he says is woefully lacking in his country. "Our local media do not give winter sports a particularly high profile—outside the Winter Olympics every four years," he says. In the summer, few local news sources carry foreign ski-race results, and TV stations rarely broadcast downhill competition. "If an event gets televised at all, it is some six months after the competition, late at night during our winter," he laments.

When member Robert Yerex can't be out doing the real thing, he surfs virtually in the Outdoor Activities Forum. Both online and on-water surfing, he says, provide a healthy

FEATURE



Outdoor Bytes, an E-Mag Field Guide

The venerable outdoors magazine, filled with articles on camping and fishing and ads for everything from sleeping bags to pocket warmers, is sometimes so handy it's even used in a pinch as kindling to start the evening's campfire. But you can't ignite Outdoor Bytes, the first interactive outdoors magazine distributed online.

Available in the Great Outdoors Forum (GO OUTDOORFORUM), Outdoor Bytes: The Interactive Journal of Fishing and Hunting aims to take the outdoors magazine off the dirt trail and onto the information superhighway. Published six times a year, it's loaded with magazine-quality photos and graphics, professionally written articles, opinion pieces, ads, and all the other trappings of a newsstand publication. But unlike a conventional magazine, it allows readers to jump between pages via hypertext links, electronically annotate material, and copy and paste text and graphics. Each issue is a Windows-executable file in WordPerfect Envoy format. "The magazine is full-featured and typically in the 100-plus page/screen size range," says Joe Reynolds, the Great Outdoors Forum's administrator and Outdoor Bytes' executive editor.

A recent issue included such articles as "Bowhunting Elk Is Never Dull" and "South Dakota—Where Ringnecks Reign." Readers could also learn how to tie flies and read an ad for Chevy trucks. The editor-in-chief is Glenn Sapi, a former editor at *Field & Stream* magazine and the current president of the Outdoor Writers Association of America. Staff writers and photographers include recognized, award-winning communicators.

To download the most recent issues of Outdoor Bytes, visit the Great Outdoors Forum's Library 16, "Outdoor Bytes."

—John Edwards



Australian skier Ted Harper frequents CIS for off-season news and discussion of his sport.

JAMES POZARIK/LIAISON INTERNATIONAL

All-Natural Usenet Newsgroups

Usenet newsgroups are another way outdoor enthusiasts can add to the indoor enjoyment of their hobbies. Newsgroups, the Internet's equivalent of CompuServe's forum message areas, are dedicated to specific topics. The following is a sample of recreation-related newsgroups located by searching CompuServe's Usenet area with such keywords as BIRD, CYCLING, FISHING, and SKIING, as described on the Internet.

Before subscribing to or participating in a newsgroup, be sure to read the information under the Newsgroup Disclaimer, Newsgroup Etiquette, and Frequently Asked Questions options on the GO USENET main menu. The main menu is part of CompuServe's basic services, while the newsgroups are an extended service. Time spent using newsgroups incurs an hourly fee of \$4.80. To access Usenet newsgroups, GO USENET.



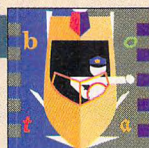
BIRDING

rec.birds—Hobbyists interested in bird-watching.



CAVING

alt.caving—Discussion of spelunking, the hobby or practice of exploring caves.



BOATING/CANOEING/KAYAKING

rec.boats—Hobbyists interested in boating.
rec.boats.paddle—Talk about boats with oars, paddles, etc.
rec.boats.racing—Boat racing.



CAMPING

rec.backcountry—Activities in the great outdoors.
alt.rec.camping—Discussion of camping, similar to rec.backcountry.



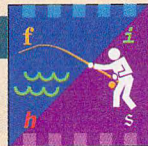
CLIMBING

rec.climbing—Climbing techniques, competition announcements, etc.



CYCLING

rec.bicycles.misc—General discussion of bicycling.
rec.bicycles.off-road—All aspects of off-road bicycling.
rec.bicycles.racing—Bicycle-racing techniques, rules, and results.
rec.bicycles.rides—Discussion of tours and training or commuting routes.
rec.bicycles.marketplace—Buying, selling, and reviewing items for cycling.
rec.bicycles.tech—Cycling product design, construction, maintenance, etc.
rec.bicycles.soc—Societal issues of bicycling.
uk.rec.cycling—Discussion of United Kingdom cycling issues.



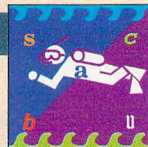
FISHING

rec.outdoors.fishing—All aspects of sport and commercial fishing.
alt.fishing—More discussion of sport and commercial fishing.
rec.outdoors.fishing.fly—Fly fishing in general.
rec.outdoors.fishing.saltwater—Saltwater fishing, methods, gear, Q&A.



HUNTING

rec.hunting—Discussion about hunting.



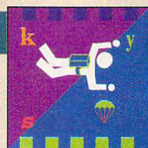
SCUBA

rec.scuba—Hobbyists interested in scuba diving.



SKIING

alt.sport.jet-ski—Discussion of personal watercraft.
rec.skiing.alpine—Downhill-skiing technique, equipment, etc.
rec.skiing.announce—FAQ, competition results, automated snow reports.
rec.skiing.nordic—Cross-country-skiing technique, equipment, etc.
rec.skiing.snowboard—Snowboarding technique, equipment, etc.
rec.sport.waterski—Waterskiing and other boat-towed activities.



SKYDIVING

rec.skydiving—Hobbyists interested in skydiving.



SURFING

alt.surfing—Riding the ocean waves.
rec.windsurfing—Riding the waves as a hobby.

escape from his duties as founder and president of Objectshare Systems Inc., a 20-employee software firm in Santa Clara, California. Yerex spends about 25 percent of his workday reading and sending e-mail, and every so often he slips in a GO OUTACT command. "What I really like about the forum's surfing section is the brief chance to get away from the rigors of work to chat with others like myself," he says. "The next best thing to surfing is talking about it." Often devoting 80 to 100 hours a week to his job, Yerex treasures his limited free time and makes the 27-mile trip from his home to the Pacific coast whenever possible. "If I get there and the waves are not that great, or I only catch a few, I am still content—no cellular phone, no meetings, no faxes," he says.

Fellow Californian Charles Riley also loves the ocean; in addition to being an avid sailor himself, Riley follows Sailing Forum messages for another reason—his daughter Dawn is a professional racer. During the 1993–94 Whitbread Race, in which Dawn skippered the *US Woman's Challenge* boat (since renamed the *Heineken*) for all but the first leg, Riley read daily race accounts in the forum. "We even got GIF photos of the crews at sea. I did not have regular contact with her during some of the legs but was able to relay info to her through a CompuServe member who could transmit via satellite," he recalls.

Riley has used the Information Service for reporting the sadder side of the sport as well. After witnessing the drowning of world-champion sailor Larry Klein last summer during a race, Riley informed the sailing community by posting the details of the accident in the Sailing Forum. "I used CompuServe to let [members] know about the loss of a great sailor and friend. I also wanted to have the real story get out rather than rumors that tend to circulate in such circumstances," Riley says. A dialogue ensued in the forum, and members outlined the lessons that could be learned from the accident (caused when the port rack—a shelf extending over the boat's left side—broke,

dropping Riley and six crew members into the cold San Francisco Bay). "We plan to use the discussion to make changes in future racing rules and habits," he adds.

Pastime Protection

As limitless as outdoor resources appear, some modern realities endanger their future. Many sites where outdoor activities take place are threatened by development, environmental degradation, and even overcrowd-

and have been credited with being a positive factor in the successful campaign," Drew says.

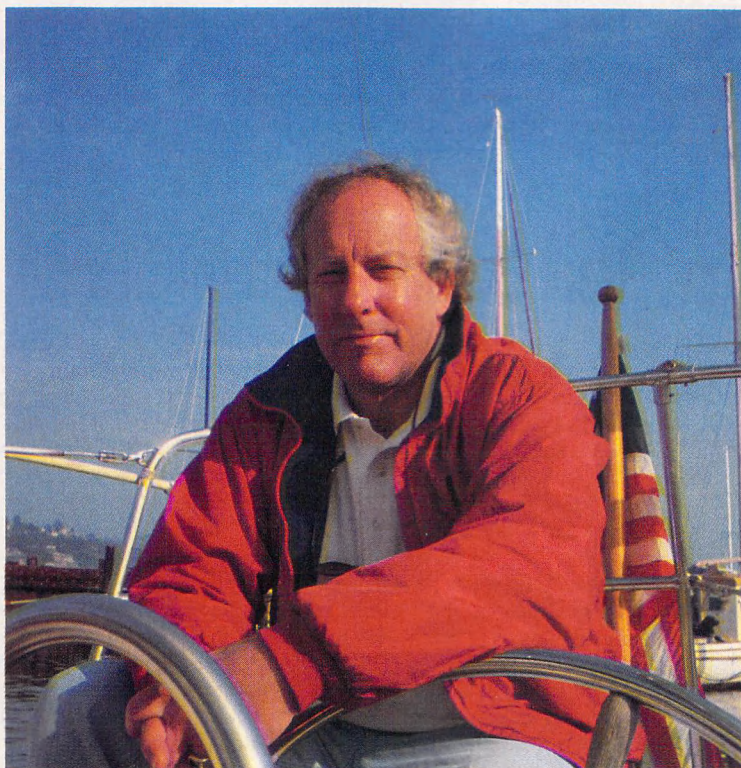
FEATURE

U.S. National Park Service backcountry ranger George Durkee posted a similar message in the Great Outdoors Forum to garner support for national anti-poaching efforts. Durkee, who works in Sequoia Kings and Yosemite national parks in California, introduced to members the Natural Resources Protection Fund, which provides moneys to national parks for anti-poaching training and equipment. A thread soon followed, which helped Durkee gauge public reaction to the fund. "Members' comments were positive and encouraging," says Durkee, noting that Bob Martin, founder and president of the fund, continues to answer questions about it in the Earth Forum.

Conservation group Trout Unlimited joined CompuServe in the late 1980s, and its online presence has grown with its ranks. Dedicated to preserving trout and salmon by protecting their vanishing habitat, T.U. has more than 75,000 members and 450 chapters in the United States, according to Peter Raffle, T.U. communications director and leader of the Outdoors Support Forum's "Trout Unlimited" section. Originally, T.U. went online to connect its leaders throughout the U.S., who focused primarily on hydropower-dam relicensing. Today, the organization uses the Information Service to relay timely information to its general membership.

Frequent "Trout Unlimited" message topics include mining and logging regulations, pollution, catch-and-release fishing, and the U.S. Endangered Species Act. "Issues in the T.U. section have ranged from a discussion of good trout-fishing waters in New Jersey to a member in Connecticut who is teaching fly fishing to deaf children," Raffle says. T.U.'s national office also conducts daily business—such as changing members' addresses, mailing requested documents, and answering common inquiries—via CompuServe.

Direct contact with T.U. leadership and info-packed forum threads help member Jim Martin of Bridgeport, West Virginia, publish a well-stocked newsletter for T.U.'s Mountaineer Chapter. The monthly publication reaches 250 members throughout his state.



Charles Riley followed his daughter's yacht-race progress with forum reports.

ing. "The outdoor community is awash in political debate—both internally in terms of conflicting uses and externally in terms of the threats to all outdoor activities," says forum administrator Reynolds. CompuServe members use outdoor-related areas to discuss such issues, safeguarding their passions by mobilizing online.

When construction of a commercial fishing pier jeopardized Cozumel, Mexico's Paradise Reef, a popular spot for scuba diving, Scuba Forum sysop Drew alerted forum members by posting fax numbers for the local Mexican governor and mayor, the U.S. ambassador to Mexico, the president of Mexico, and various environmental groups. Thanks in part to forum members' pressure, the pier project was halted. "We generated numerous faxes and calls from our members,

MICHAEL JAY

Shop the Mall's Campmor Store

If you need gear for a family camping trip or rugged apparel for an all-day hike, The Electronic Mall's Campmor store (GO CAMPMOR) may have just what you're looking for. Campmor, a leading U.S. retailer of camping and outdoor equipment, offers merchandise in categories ranging from tents, sleeping bags, and backpacks to clothing, footwear, and children's products. It's the place to shop for the backyard or the backwoods. And during the month of April, members who order merchandise from the Mall store receive a special 10 percent discount.

To find items of interest in the store, select a category or enter a product name via Campmor's QuickSearch option. Or, request a free Campmor catalog and order online by using the product's catalog number. Campmor ships to U.S. locations and to Army Post Office and Fleet Post Office addresses in other countries.

"Having a link to the national T.U. office and reading issues that confront members in other locales enable us to provide a more informed, timely newsletter," Martin says. "In addition, the T.U. library section has some great graphics for downloading that really enhance the newsletter's appearance."

Similarly, the International Union of Alpinist Associations uses CompuServe to inform climbing aficionados about issues of global concern. Headquartered in Bern, Switzerland, the UIAA includes 83 member organizations from 63 countries, which represent more than 2 million mountaineers. The UIAA's mission is to contribute to the development and promotion of mountaineering on an international level, says Dr. Claudio Abaecherli of Visp, Switzerland, editor of the *UIAA Bulletin* and the organization's documentation and information specialist. To achieve that mission, Abaecherli posts UIAA news flashes in the "Climbing"

section of the Outdoor Activities Forum and uploads in-depth documents to the corresponding library. The files include a list of UIAA-tested and -approved climbing equipment, regulations and peak fees for expeditions to Pakistan, Nepal, India, and China, and addresses of alpine clubs worldwide.

Whether they're armchair enthusiasts who prefer experiencing the outdoors from their living rooms or adrenaline junkies who risk life and limb for their pursuits, CompuServers agree that the Information Service enhances their adventures by offering knowledge and friendship. "In many ways the members of the outdoor forums are like a large family, sharing their thoughts and experiences. Like a family, those forum members with the most expertise are willing to share their information. Everyone benefits—novices from the good advice, and experts from the chance to help," says Reynolds. ☺

Green Screen Shots: Great Outdoors Forum GIFs

Members longing to behold nature's glory may not have time for a trip outside, but CompuServe offers the next best thing. The Great Outdoors Forum's (GO OUTDOORFORUM) art libraries are stocked with works from professional wildlife artists and award-winning photographers. The gallery of downloadable images includes close-ups of animals, plants, and flowers, and peeks at scenic vistas you may never otherwise get to experience. Use them as screen savers or monitor wallpaper, or save them for a day when you're simply craving a glimpse outside.

Library 2, "Wildlife Images," contains dozens of photographs uploaded by members, including a collection by professional photographer Tony Mandile, the forum's assistant administrator and author of *Outdoor Photographer's Bible* (Doubleday, 1994). Mandile's work has been published in *Outdoor Life* and *Field & Stream* magazines, and his online offerings include a dramatic shot of an elk in Yellowstone National Park, a close-up of a redtail hawk, and a serene cactus wren perched on a saguaro cactus. Photos uploaded by other members of the forum include a grizzly bear spotted in Montana's Glacier National Park, a tight shot of a tiger in the National Zoo in Washington, D.C., and a pair of pilot whales swimming off the Florida coast.

According to sysop Joe Reynolds, Library 4, "Outdoor Images," contains the most complete collection of GIF images related to the

outdoors on any online service. This library includes photos by Reynolds, himself an award-winning pro, Mandile, and other members. Downloadable GIFs include an Indian guide preparing lunch on shore during a trip down Manitoba's Gods River; a close-up of a rainbow trout; and clip art of sharks, sailfish, sea trout, and king mackerel suitable for use in newsletters.

General scenic images and close-ups of plants and flowers reside in Library 7, "Scenic/Flora Images." Among the library's more popular offerings are images of Grotto Falls in the Smoky Mountains, a double rainbow at Joshua Tree, rafting on Oregon's Rogue River, and a yellow lady-slipper wildflower. "Most of the folks who have photos in the libraries are active on CompuServe and will gladly answer questions about outdoor photography from other CIS users," says Mandile. Post questions in Section 1, "General."

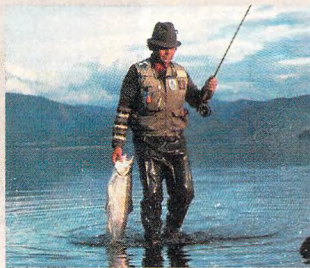
If you're looking for a more interpretive look at nature, visit Library 8, "Outdoor Art," which showcases the works of professional wildlife artists on a rotating basis. At press time, the section highlighted paintings of the acclaimed wildlife artist Ken Hunter.

The new Outdoor Library area (GO OUTLIB) contains 62 GIFs of United States Fish & Wildlife Service Migratory Bird Stamps in 640 x 480 x 256 color format beginning with the first stamp issued in 1934-35 through the 1994-95 stamp, plus a GIF of the winning entry for the 1995-96 stamp competition.

—TM



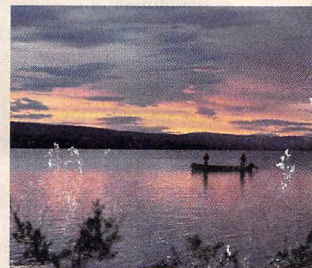
Library 2, 1TM008.GIF



Library 4, 1JR037.GIF



Library 8, KH0005.GIF



Library 7, 1TM004.GIF

Call of the File: Uploads for Outdoor Activities

Interested in outdoor activities? Browse forum libraries or use the Find command (for example, type FIND FISHING) to locate related information. The following are popular files from online libraries, divided by forum and activity.

GREAT OUTDOORS FORUM (GO OUTDOORFORUM)

Library 5, "Fishing" Knot How-to

A diagram showing a new method for tying a leader to a fly. KNOT.TXT (1,417 bytes).

Fly-tie Q&A

Answers to questions about fly-tying methods, equipment, and materials. FLYTYE.ZIP (8,421 bytes).

White River Trout

Explains how to use spinners to catch trout. SPINER.TXT (3,176 bytes).

Library 6, "Hunting"

Deer Expert Software 4.2

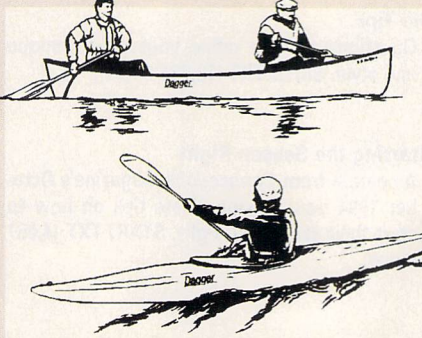
Software that helps novices and veterans determine the best hunting method and plan a successful hunting trip. DEERHU.EXE (157,682 bytes).

Duck-Hunting Game

A duck-hunting simulation for Windows. Users sit with 12-gauge shotgun, calling in ducks to aim at. Includes animation and sound. DUCK.ZIP (387,134 bytes).

Clinton Statement

The complete text of U.S. President Clinton's 1994 National Hunting and Fishing Day statement. CLINTO.TXT (1,751 bytes).



Library 9, "Canoe/Kayak/Raft"

Kayak/Canoe Line Drawings (above)

A line drawing of a kayaker and another of a Dagger Venture 17 with two paddlers. KAYAK.GIF (4,367 bytes) and CANOE.GIF (4,832 bytes).

River-Guidebook Index

An index of river sections class II, III, and higher described in guidebooks for Pennsylvania, Maryland, Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, and Georgia. Gives length, class, gradient, gauge/zero, and guidebook pages. RVRNDX.TXT (29,540 bytes).

Used Kayaks

Article from the Philadelphia Canoe Club's newsletter on buying a used kayak. USED BT.TXT (5,137 bytes).

Library 10, "Camp/RV/4X4/Hike"

Selecting Equipment

Tips on selecting backpacking gear from manufacturers, climbers, and others, with comments on bad buying decisions. GEARTI.TXT (12,902 bytes).

Tale of a Techno-Camper

A story of one backpacker's struggle with camping gadgets. TECCAM.TXT (5,633 bytes).

Keeping Pace

Short article on how to keep good pace on the trail while backpacking. PACE.TXT (9,097 bytes).

OUTDOOR ACTIVITIES FORUM (GO OUTACT)

Library 3, "Boating/PWC"

NavRules for Windows 2.0

Training aid for inland and international navigation rules based on the 72 collision regulations. Teaches light patterns, day shapes, and sound signals used by boats and allows you to quiz yourself. Requires Windows and a color monitor; a sound card is recommended. NAVWIN.ZIP (555,422 bytes).

Wintide

A graphical tide clock that, when clicked, displays a picture of the current tide, direction of tide, and time of next high and low tide. Can predict future tides. WINTID.ZIP (17,280 bytes).

GPS Info

Text file that can help verify that the GPS you purchase will produce the output you need. GPS.TXT (5,386 bytes).

Library 7, "Cycling"

Service Checklist

A mountain-bike service checklist that can be used to check your bike on a bimonthly basis. MTNBIK.XLS (18,432 bytes).

Basic Bike-Climbing Techniques

A short article on basic hill-climbing techniques. CLIMBI.TXT (6,499 bytes).

Saddle Anatomy

Technical discussion about the relationship between the saddle anatomy and the anatomy of the cyclist. Answers questions regarding numbness and pain and how to cope with either. SADDLE.ZIP (8,409 bytes).

Library 8, "Birding"

North American Checklist

A checklist for the North American species, current as of July 1994. Contains common name, genus, species, and family. Does not include Hawaiian or long-extinct species. NALIST.ZIP (16,151 bytes).

Birding-Related Electronic Areas

Gives information about birding-related bulletin boards and Internet and FTP sites. BBS2.TXT (13,047 BYTES).



Hawk in Flight (above)

A GIF image of a hawk flying over a Southern California freeway. HAWK.GIF (10,752 bytes).

Library 9, "Caving"

Longest, Deepest Caves in U.S.

A list of the 50 longest caves in the U.S. Gives cave name, state, and length of miles. Also, a list of the 50 deepest caves in the U.S., with cave name, state, and depth in feet. Both files are current as of July 1994. USLCAV.TXT (2,563 bytes) and USDCAV.TXT (2,220 bytes).

Longest, Deepest Caves in World

A list of the world's 50 longest caves, and one of the world's 50 deepest caves, current as of July 1994. WLCAVE.TXT (2,961 bytes) and WDCAVE.TXT (2,817 bytes).

Internet Resources

A short information file about the Internet newsgroup alt.caving and the *Caver's Digest*, including how to access these two Internet resources via CompuServe. INCAVE.TXT (4,261 bytes).

Library 11, "Snow Sports/Climb"

Skiing Utah

A description of Utah's Alta and Snowbird ski areas, including information about accommodations, local amenities, and restaurants. Updated at the beginning of the 1994-95 ski season. ALTA.SKI (39,506 bytes).

Ski Tips

Questions to help refine your ski technique and style. SKITIP.TXT (12,984 bytes).

Starting the Season Right

A column from *Connections* magazine's October 1994 issue, giving skiers tips on how to start their ski season right. START.TXT (4,057 bytes).

Library 15, "Surfing/Beach"

Learn to Windsurf

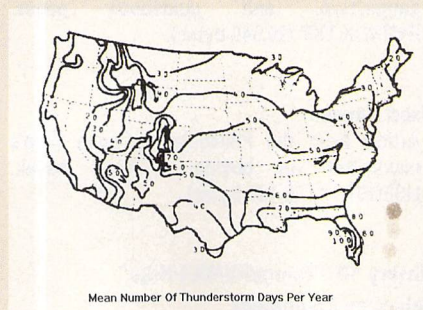
Information about learning to windsurf. WINDSU.TXT (587 bytes).

SAILING FORUM (GO SAILING)

Library 2, "Seamanship & Safety"

Heavy-Weather Tactics

A group of message threads about tactics for surviving in heavy weather. HVY-WX.THD (120,885 bytes).



U.S. Thunderstorm Map (above)

A GIF map of the continental U.S. showing the average number of days with thunderstorm activity throughout the country, based on information from the U.S. Weather Bureau. TSTORM.GIF (19,398 bytes).

All About Seasickness

A forum discussion explaining what seasickness is, why it happens, and suggestions for cures. SEASCK.THD (39,593 bytes).

Library 4, "Cruising Grounds"

Sailing Music

A forum message thread with members' ideas on the perfect sailing music, from Buffett to Beethoven. MUSIC.THD (29,664 bytes).

Library 6, "Outfitting & Gear"

Contacting Suppliers

A list of marine-equipment suppliers and related sources. Includes names of companies, addresses, and phone numbers. CHANDL.TXT (92,030 bytes).

Cleaning the Boat

Message thread on how to keep your boat clean, including handling problems such as oil on the waterline and spider droppings on the deck. CLEAN.THD (15,489 bytes).

Caring for Teak and Other Woods

A collection of message threads on taking care of the wood bits on boats, with product recommendations and instructions for getting the best results. TEAK.THD (187,455 bytes).

Waterproofing Canvas

A message thread on how to re-waterproof canvas, with a recipe for doing it yourself. CANVAS.THD (12,477 bytes).

Library 7, "Monohulls"

Hunter Sailboats

Forum discussions about sailboat models by Hunter Marine. HUNTER.THD (109,332 bytes).

Beneteau Sailboats

Forum members' opinions on the merits of the Beneteau First 235, 265, 285, and 32S5. BENETE.THD (72,603 bytes).

Association Contacts

A list of phone numbers and addresses for various boat owners' associations. OWNERS.LST (26,062 bytes).

Library 9, "Windsurfing"

Caribbean Windsurfing

A collection of forum discussions about windsurfing in such Caribbean locales as Bonaire, St. Lucia, Jamaica, Antigua, St. Kitts, Margarita, and St. Thomas. CARIB.ZIP (10,979).

Columbia River Gorge FAQ

A frequently-asked-questions file about windsurfing in the Columbia River Gorge. Includes information about sites, lodging, equipment, and eating. GORGE.ZIP (8,201 bytes).

Library 11, "Sailing Instruction"

Sailing Schools

A list of American sailing schools open to the public, from community to YMCA and Red Cross programs. COMMSL.TXT (75,254 bytes).

Library 12, "US Sailing (USYRU)"

CompuServe Contacts

A regularly updated file containing a list of US Sailing members who also belong to the Sailing Forum, including CompuServe User IDs. US Sailing is the governing body for sailing in the U.S. USSAIL.CIS (18,249 bytes).

Publication List

A list of publications and accessories from US Sailing, with ordering instructions. USSAIL.PUB (26,407 bytes).

Library 20, "General Information"

Sailing Magazines

A list of sailing-related magazines, compiled from forum messages. MAG.LST (15,539 bytes).

SCUBA FORUM (GO SCUBA)

Library 1, "General Scuba"

Tale of Danger

A story of a diver's close call on Little Cayman/Grand Cayman. FDANGE.TXT (7,570 bytes).

Bizarre Stories

A forum thread about bizarre diving incidents. BIZARE.TXT (11,322 bytes).

Library 4, "Diving Elsewhere"

Red Sea Report

A report of a one-week visit to Hurgahda, Red Sea. REDSEA.TXT (3,044 bytes).

Tips on Palau

Information about dive and tour operators, hotels, attractions, and more, on Palau. PALAU.DIV (15,251 bytes).

Port Hardy, B.C.

Information about diving off the northeast coast of Vancouver Island in British Columbia, Canada. PORT.TXT (7,016 bytes).

Library 5, "Caribbean Diving"

Dive-Book Information

Information about the book *Best Dives of the Western Hemisphere*, a dive travel guide. BEST.TXT (2,763 bytes).

Guide to Belize

A quick guide to Belize with information and recommendations on hotels, restaurants, and things to do in Belize. BELIZE.QUK (14,761 bytes).

Cayman Islands Info

The address for the Cayman Islands Department of Tourism, which will send an information package on all three Cayman Islands on request. CAYMAN.TXT (1,480 bytes).

Bonaire Review

A diver's review of a trip to Bonaire in March 1994. Includes mentions of restaurants, accommodations, dive shops, and more. BONA94.TXT (10,568 bytes).

Library 7, "U.W. Photo & Video"

Book List

A list of names, authors, and publishers of 37 books covering underwater photography, uploaded in December 1992. BIBLIO.TXT (10,611 bytes).

Video Color

A description of how color is measured in video and how to select the color balance for underwater videography. VIDCOL.TXT (5,330 bytes).

Music for Videos

A list of what sysop Rick Drew considers ideal music for use with scuba video and slide presentations. MUSIC.TXT (14,011 bytes).

Library 9, "Scuba Equipment"

Buying Advice

Advice for first-time buyers of scuba gear. EQUIP2.TXT (17,466 bytes).

Dive-Computer Differences

A discussion about the differences between the Cochran Nemesis, the Sentry, and the Nemesis-PR dive computers. CCIDIF.TXT (3,045 bytes).

Mail-Order Purchases

An article containing hints and tips on purchasing scuba equipment via mail order. MAIL.ORD (4,546 bytes).

Library 13, "Snorkeling"

Courses and Equipment

A 1988 file telling what to expect in a skin-diving course and how to select skin-diving equipment. SKIN (2,900 bytes).

Snorkeling in Florida

Information about snorkeling in Florida. Uploaded April 1990. SNORKL.FLA (3,260 bytes).

DiveLog 1.2

Software allowing scuba divers to log their dives, calculate profiles, search their log book, and more. Supports multiple divers. DIVLOG.ZIP (100,736 bytes).

Library 14, "Pics & Graphics"

Dive-Planning Software

Demo version of Abyss, Advanced Dive Planning Software for recreational and technical diving. Requires Windows 3.1 or Softwindows on a Mac. ABYSDE.ZIP (392,580 bytes).

by Carole Patton



Attack of the Swarming Bugs

COMPUTING SERVICES

Where to GO

Canopus Research Forum
GO CANOPUS

Desktop Publishing Forum
GO DTPFORUM

Intuit Forum
GO INTUIT

Parsons Technology Forum
GO PTFORUM

Support Directory
GO SUPPORT

WordPerfect Files Forum
GO WPFILES

WordPerfect Users Forum
GO WPUSER

ZiffNet Executives Online Forum
GO EXEC

Glitches in commercial software are almost a given these days. Why, and what can you do?

The text of the December 1994 issue of Bruce Brown's *BugNet* newsletter reads like an encyclopedia of software snafus. The syndicated publication, which scans hundreds of CompuServe software forums for messages of complaint or confused pleading, catalogs more than 100 current "bugs" or problem areas within commercial software products. Brown notes cases that have been fixed or resolved with acceptable "workarounds" and reports those that remain unaddressed. Almost none of the major manufacturers get out unscathed.

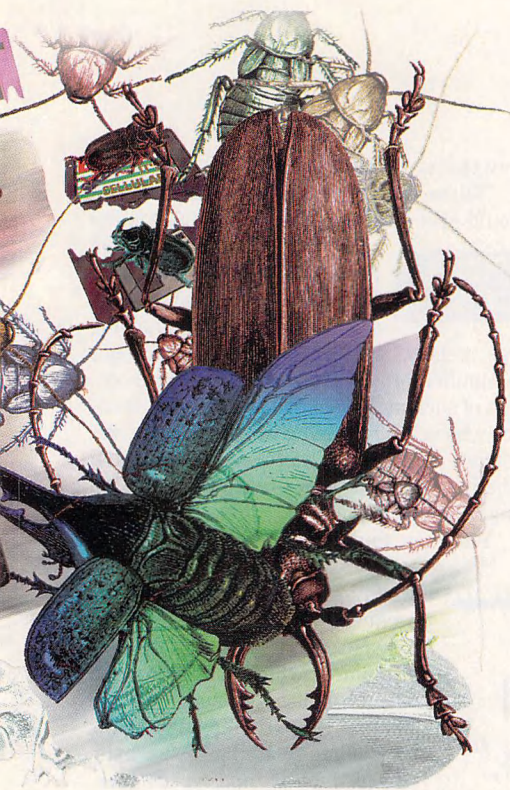
The roll call includes everything from the tendency of Adobe PhotoShop 2.5 for Windows to fall into disastrous General Protection Faults (GPFs) whenever it is run at the same time as other large Windows applications, to WordPerfect for Windows 6.0's dislike of irregularly cased words, such as the name "McNally" (the program's spell checker flags the words as incorrect, even after they've been entered into the supplemental dictionary). *BugNet* also tracks Bugs in the News, higher-profile problems such as the installation and incompatibility glitches in IBM's Warp version of OS/2. But the news isn't all bad—Brown grants a "Customer First Award" to Microsoft for a progressive stance on fixing its programming boo-boos. "The Redmond colossus takes a lot of heat," he writes, "for what some perceive as an

attitude that 'The world is our beta site.'"

Bug watchers like Brown have their work cut out for them—there seem to be more bugs littering hard drives than ever. Nineteen ninety-four was a banner year for them, with program patches released (or workarounds suggested) for Microsoft's Word 6.0, Excel 5.0, Flight Simulator 5.0, and Office Versions 4.0 and 4.2; Adobe Type Manager 3.0; Delrina's WinFax Pro 4.0; Symantec Corp.'s Norton Desktop 3.0 for Windows and Norton Utilities for Macintosh 3.0; IBM's PC-DOS 6.1; Borland's Quattro Pro 5.0 for Windows; Novell Netware 4.x; and Lotus's cc:Mail and 1-2-3 for OS/2. "It's very seldom that any software is going to be free of bugs. There's no absolute guarantee against them," says Will Zachmann, wizop and "host" of the Canopus Research Forum and a frequent contributor to *OS/2 Professional*.

Technically, a bug is a defect in a computer's logical hardware or software structure that causes unexpected behavior, outright errors (such as the now fixed problem of Windows' calculator having difficulty in subtracting two numbers with decimal values), or even a loss of data. Usually, and quite dramatically, a bug will wreck a user's day, week, or month. Such anomalies have many causes but are often traced to bad programming or bad design, says Mark Nelson, the

Carole Patton is publisher of Windows Letter, a newsletter for corporate decision makers, and author of OS/2 Goldmine (Van Nostrand Reinhold, 1995).



ERIC BERENDT

"Bug of the Month" columnist for the *Windows/DOS Developers Journal*. But defining bugs is tricky, he says, because not all aspects of a program are always well defined. In such cases users might mistakenly expect a program to work a certain way and assume a bug is to blame when the program does something unexpected. This can lead to the venerable developer response: That's not a bug; it's a feature! Windows NT seems buggy to some users, says information-systems developer and NT user Ed Hill, because it won't run older Windows applications. But backwards compatibility wasn't part of NT's design goals, he notes. "To the unsophisticated end user, there is little difference between the two," he says. "If a program won't work on a new operating system when it did on the old one, the user is going to blame the system."

According to Doug Vargas, editor of the "Bug Bytes" column regularly posted in ZiffNet's Executives Online Forum, bugs are often simply configuration errors or a misunderstanding of the product. "It's easy to cry 'bug' when the truth is that you've got a complex system and sometimes it takes a while to get all the components to co-exist peacefully."

Yet, as Scott Spanbauer, *PC World's* "BugWatch" columnist, notes, "There are lots of bugs out there, but they're not big, obvious killer bugs." Instead, most are insidious little operations that don't work as they should: database fields that don't display correctly

onscreen, appointments that vanish from to-do lists, printer fonts that kern properly except at certain point sizes. In Windows applications, he says, "most bugs tend to be a case of a program tripping over its own shoelaces. The rest are conflicts between a program and some aspect of Windows or a third-party device driver."

Truly bad bugs are unfortunately memorable, especially if you are among the first bitten. Last year a glitch in the SpeedDisk defragmenting module within Norton Utilities for Macintosh destroyed stored data on some users' machines. Norton went all out to fix that one, even shipping patches on disk overnight to customers. Ziff-Davis's Vargas recalls, "It's one thing to crash and lose a file you're working on. It's another to have all your files zapped, especially by a program you trust." Other bugs have remarkably protracted life spans: users of Corel's CorelDraw, now in Version 5.0, have endured the "45-degree dotted line" bug since Version 2.0, says Brown. Supposedly straight lines drawn at an angle of 45 degrees mysteriously weave and wander within the graphics application. "There is no workaround except to avoid very thin dotted lines."

Why Bugs Happen

As infuriating as banging your head against a program that won't work can be, figuring where the bug comes from can be difficult to determine. "The modern multimedia Windows PC is such a hodgepodge of technologies, a program that *looks* buggy can turn out to be the victim of a faulty video driver or loose connection," says *PC World's* Spanbauer, adding that better operating systems and developing PC standards such as Plug-and-Play may eliminate a lot of these problems in the future.

But several trends in the software industry can be easily cited as contributing factors. The infinite combinations of hardware and software mean software developers can't test the product on every machine using all configurations. And the tendency to rush new, not-completely-tested software out the door because of deadlines, shorter product-creation cycles, and computer-press expectations seems to be standard operating procedure. "The developers are under tremendous pressure to bring out new products," says Brown, "if only because the richest part of their income cycle is at the outset, when the product is fresh and competitors haven't caught up with the new features yet, and the poorest part of the cycle is at the end of a version's run, when an upgrade is expected momentarily."

The increasing sophistication of many software packages, and the piling on of features, makes for more buggy software, adds Brown, joking about database products that

add word processors to "let you spell-check your spreadsheets." "Developers keep reaching a little farther, and the more terrain the features cover, the greater the chance something will not work right. In a static world of features, bugs wouldn't be a problem. But they keep making programs bigger and faster, so it's a moving target."

Networked environments aren't much good for applications either, Brown suspects, an impression he's picked up from gathering bug reports which suggest Macintosh programs are worse off when linked with Windows and UNIX machines. "This point where worlds collide, where different platforms meet and share information, is a particularly buggy place where problems are more likely to occur," he says.

Forum Relief

Although users once considered software hiccups to be a necessary evil within the computing experience, the easy contact with company personnel via online support forums (and perhaps the consensus built among members in long forum discussion threads) has led to a user revolt of sorts. Fix it, and fix it *now*, they demand—a public outcry that often has its beginnings online.

"The group of consumers who are confronted with bugs has changed," says Brown, who created *BugNet* after the "fat, ad-rich" computer press raved about CorelDraw 5.0, which he knew to be so unusably buggy that talk among Desktop Publishing Forum users had led to suggestions of class-action suits against Corel. More and more online, he says, there are garden-variety consumers who may not have devoted their life to understanding computers. "These folks are not like the computer sophisticates who don't mind rolling up their sleeves and messing with their AUTOEXEC.BAT file or whatever until the situation is remedied. They expect, like any other product that comes out of a box, that it will perform as advertised."

Support forums are altering the dynamic between the company and the individual, who traditionally has known nothing but his own software troubles and had little way to connect with anyone else who might have a similar experience. "Now you have a situation where consumers can connect," says Brown. "A bunch of people realize they have the same problem, and they start making noise. The balance of power where bugs are concerned is shifting to the consumer."

Online support forums are also where bug fixes and workarounds, in most cases, are provided by companies. Manufacturers upload "patch" files, small programs that correct bug-related errors, and other useful files to their forum libraries for users to download and run or read.

Dan Lufkin, a professional translator,

discovered the value of such files after buying a new Pentium PC and upgrading to the Novell/WordPerfect office suite, which includes Quattro Pro and WordPerfect for Windows 6.1. Suddenly the spell checker that the two programs share slowed down; many of the German and Scandinavian location names in his documents took more than a minute each to clear the checker. Lufkin posted a message in the WordPerfect Users Forum, and overnight the glitch was identified: Lufkin had installed Quattro Pro before WordPerfect, so the Windows file that lets the programs share a spell checker—a DLL (Dynamic Link Library)—was not the correct version. “The fix was simple: reinstall the correct DLL for WordPerfect,” says Lufkin. “The technical-support people recognized the problem right away and sent me to the WordPerfect Files Forum to download the correct file.”

Lufkin notes that many users in software support forums are themselves technical-support staffers for large law firms and corporations, a bug-busting bonus. “Combine the support from the software companies with the advice available from very experienced users, and there are very few problems that don’t get solved,” he says.

Dave Smith, an electrical technician for the California Department of Transportation, also got some bug assistance after buying the Quicken for Windows 4.0 CD-ROM one weekend. “The new version promised enhanced reports and video clips of financial advisers, and I was eager for the tax tips,” he says. After Quicken 4.0 successfully loaded and imported his Version 3.0 files, he organized and corrected the tax categories (such as Medical, Mortgage, Charity, etc.) on many of his transactions before attempting to print the reports with his new Hewlett-Packard DeskJet. The print job blew up in a Windows GPF, and with no phone support available, he turned to the Intuit Forum for help.

“I scanned the message headers and found a bunch of ‘Print GPF’ subjects,” he recalls. “Then I downloaded a couple of the replies and found one from tech support that pointed me right to the problem—the Windows INI file was copied into the D: drive, but I still had the old version in C:\WINDOWS.” Smith updated the file, deleted the temporary print files, and had everything fixed within 15 minutes. “I was a very happy camper, and got a good jump on doing my taxes for the year,” he adds.

Participating in a product’s support forum can also be the best way to help prevent

bugs in later releases, points out Dale Lucas, a development group leader for Parsons Technology, which supports such programs as Personal Tax Edge, It’s Legal, and MoneyCounts in its online forum. Reports from users are crucial to the eradication of bugs. “We get valuable input that affects our work on future versions,” he says, adding, “Believe me, we’ve never passed out bugs in our products because we thought users didn’t mind fixing them.”

If you’re reporting what might be a bug in a software support forum, it’s helpful to include in the message a fair amount of infor-

way to learn what’s happening.

“When I was upgrading PageMaker, I would spend time in the [former] Aldus Forum, hanging out and reading threads to see if people were all hot under the collar about something or if everything was mellow,” says Brown, who encourages CompuServers to consider the tone and content of such messages. “You can talk to someone who is already using the product and get a sense of what new features are there and whether it works well—find out what you might be getting into.”

You may find out whether a product’s bugs are symptomatic of poor installation or conflicts with other products (which you may be able to avoid) or the result of bad programming (which you won’t). You may also discover how well the forum’s support representatives handle bug-related pleas for help.

The quantity and type of questions being asked are important clues to the quality of the product under discussion, says columnist Nelson. Good products usually attract short questions that get answered quickly. If a consumer replies with “Thanks! That fixed my problem” or “This new release is really great!” you have a satisfied customer. But if several or even dozens of people are complaining about random GPFs, corrupted files, and a lack of easy fixes, the product may be in trouble. Don’t

commit to a purchase until a patch has been released and uploaded to a forum library. Adds Spanbauer, “It always helps when the manufacturer admits [often in forum announcements] that there is a problem.”

Of chief concern should be whether the company charges you more money to get the product to perform as originally advertised, says Brown. Some may ship disks to you and ask you to pay the shipping charges, but others may charge for the fix itself. “PageMaker has a bug fix for Version 5.0, 5.0a, that’s been out more than a year now. They’ll send it, but it’s not a bug fix, it’s an ‘enhancement pack,’ and they charge \$9.95 for the pack,” says Brown, who asked an Adobe spokesperson about the practice. She told him that the pack actually cost Adobe more than the price to send it. “She felt the company was being gracious and generous in the extreme, but the consumer doesn’t see it that way at all. As far as he’s concerned, he’s already paid three, five, or eight hundred dollars for this software and shouldn’t have to pay again for a product that works.”

One good practice is to check if the software maker has a clear-cut policy in the

COMPUTING SERVICES

“It’s one thing to crash and lose a file you’re working on,” says Ziff-Davis’s Doug Vargas. “It’s another to have all your files zapped, especially by a program you trust.”

mation about your PC and other software it’s running (such as the operating system), since the problem must be reproducible to be considered a “bug” by the manufacturer. If more than one person can follow the same steps and can produce the same effect on a different machine running the same software, this demonstrates as it does in scientific experiments the “fundamental reality of the situation,” says Brown. “It’s like taking your car into the repair shop and finding it won’t make the squeak that is the source of your distress,” he says. “What can the mechanic do?”

How to Protect Yourself

So how can you keep these digital demons from haunting your machine? Don’t be a guinea pig when plenty of other people have test-flown a product, cautions Spanbauer. Continuing what you may already be doing—reading through threads in your applications’ support forums—is wise. Whether you’re looking to buy a program you’ve never used, upgrading to a new version, or keeping up on how users are doing with the current one, listening to the marketplace is the best

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CompuServe's New Support Directory

Boom! Your computer has bombed and you're not sure if you've stumbled onto or over an application bug or just punched a wrong button. You wonder: Is there a software support forum for my word processor or accounting package or spreadsheet or new CD-ROM online?

Now there's an easy way to find out, with CompuServe's new Support Directory, which lets you search among more than 800 vendors and organizations offering product support and related files, using an interface just like CompuServe's various File Finders. You can quickly search for forums or services that support the product or type of product you need information about.

Simply enter search criteria such as the company/manufacture name, company type (such as Consortiums, Hardware, or Software), product name, product category (such as Accounting, Database, Multimedia, or Programming), operating system, or language to find the product. Two of these options (Company and Product Name) request that you enter the name as you know it; the rest let you choose from a numbered list of options.

If, for instance, you know you're looking for support for the Disney Animated Story Book CD-ROM *The Lion King* (some users experienced sound problems earlier this year), you could choose the Company/Organization Name option and enter DISNEY, and find

that there is one area of support online. Selecting the Display Selected Items option will reveal that "Disney Software supports Disney Sound Source in its section of the Game Publisher Vendor B Forum." The forum's Go command is provided, as is the means to directly proceed to this forum.

If you're interested in conducting a more general search, say to learn what forums support or contain Windows entertainment titles, choose Type of Company/Organization and select Software Publisher; also choose Product Category and select Entertainment and Games; and Operating System, selecting Windows. The result is more than 40 forums and services that may be of interest, including the PC Applications Forum, Microsoft Home Products Forum, WUGNET Forum, and ZiffNet's Computer Life Forum. Select an individual listing to get more information about that online location, and click on Proceed if you'd like to leave the Directory and go there immediately. If you wish to try a new set of criteria, select Begin a New Search. Your previous criteria will be erased and you can select new ones.

CompuServe's Support Directory is included as part of basic services.

—Christopher J. Galvin

event of bug errors; look at the software disclaimer to see if the company avoids the issue or washes its hands of responsibility (even though the legal-speak within it may not necessarily represent the attitude of forum support personnel). "It's an eye opener to read some of these, where they're basically saying, 'Don't come to us,'" says Brown. "That's not in the spirit of the warm and fuzzy feeling the consumer probably had when he first bought the product."

Reading software reviews can also help keep bugs away, although those published at the same time as the version's release may not be a good guide. Many magazines publish reviews of beta products, according to Spanbauer, which is acceptable as long as it's clearly stated. "However, few reviewers are lucky enough to spot bugs even in shipping products that they can spend only a few hours or days with," he says. "That doesn't mean the review isn't good—most reviews don't set out to find bugs anyway."

If you can't wait to gauge the market's reaction in forums and reviews and buy new software anyway, you should protect yourself, says Spanbauer. First, read the manual, since those of the popular programs have entire chapters devoted to installation. "Reading this stuff can save you from a million gotchas and help you recognize what

Today's consumers expect,
like any other product that
comes out of a box,
that software will perform
as advertised.

went wrong if something does," he says. You'll be able to convince technical-support representatives you've found a bug if you really know the product, and you may end up telling them things they don't even know about.

Next, back up data files, and don't throw away the old version of the program. Moving mission-critical work into a new program any other way but slowly can spell disaster. "New versions of a program can use new data-file formats, and getting your files back into the previous version's format can be difficult and occasionally impossible," Spanbauer adds.

Finally, give the new program a complete workout. For instance, before you rely on a new fax product to send and receive faxes, "torture-test it by sending a long fax to a

friend, or request a 30-page document from an automated fax-back service," he advises.

The inevitability of bugs in newly released software may be something users have to live with, says Vargas of "Bug Bytes." "To some extent, we have to expect them and hope they're not too severe. No matter how long software is tested and refined, little surprises always show up." Users also have to hope that some good samaritans will continue buying 1.0 versions of programs and dutifully report problems to the manufacturer, he says, a dirty job

with a wholesome result—"hardy, stable software for everyone."

But for others, bugs continue to be an obstruction to trouble-free computing, the CPU blockage that keeps word processors from processing and operating systems from operating in the nifty ways the side of the box says they will. The responsibility to rid software of bugs lies on both sides of the retail-store counter, says Spanbauer. "If a manufacturer has created a product that doesn't work as advertised, they should make it work or give you your money back, whatever the nature of the defect. That doesn't mean that they will. It's up to the buyers to demand quality." ☐

See "Online Updates," page 28.

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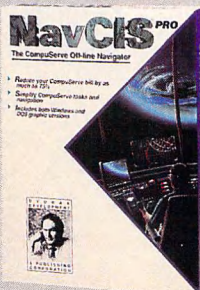
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Bugged? Read These Online Updates

What's the latest from the bug exterminators? Here's where you can find the timely bug reports by some of the online experts mentioned in our story.

Bruce Brown's BugNet

A small sampling of each issue of *BugNet*, "the journal of computer bugs, glitches, incompatibilities . . . and their fixes," describing dozens of current bugs and their fixes, as well as covering the latest bug news, is uploaded to the PC Applications Forum (GO PCAPP). Check Library 14, "Electronic Pub.," for file name BUGLIS.TXT.

ZiffNet's "Bug Bytes"

Doug Vargas's informative online column about current notable bugs and fixes, including online patch files, appears as a message every two weeks on Wednesdays in the ZiffNet Executives Online Forum (GO EXEC). Browse Section 2, "The News Desk," for the subject "Bug Bytes" (followed by the issue date). Forum access requires ZiffNet membership (GO ZIFFMEM for details).

PC World's "Bug Watch"

The full text of this column by Scott Spanbauer isn't posted to a forum but is available in Computer Database Plus (GO COMPDB). Connect-time and article-display surcharges (\$1.50 per article) apply. Search using PC WORLD as a Publications Name entry and BUG WATCH as a phrase entered under Key Words. There is a one-month lag time for release of the current column (e.g., the April column is available in May). The column and bugs in general can be discussed in *PC World's* online forum, PC World Online (GO PWOFORUM), in Section 5, "Consumer Watch."

—CJG



ERIC BERENDT

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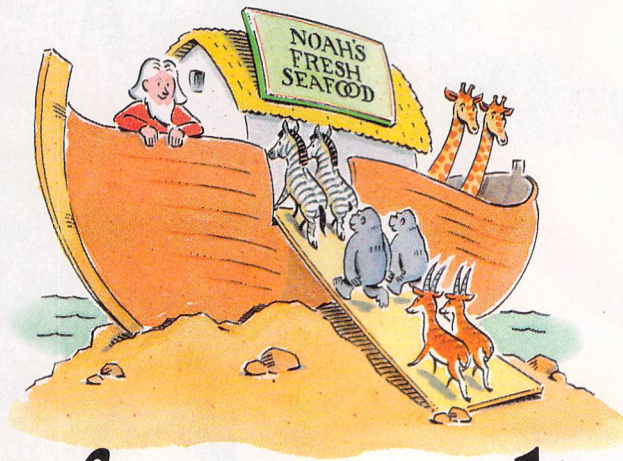


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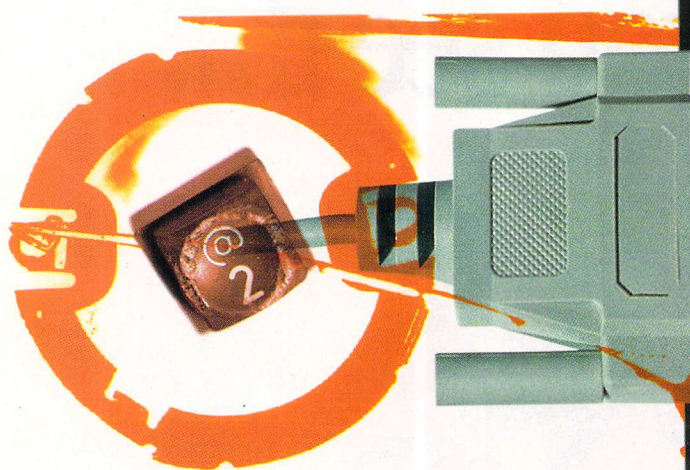
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by Cathryn Conroy



Marketing by Modem



JOHN WEBER

PERSONAL ENTERPRISE

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Court Reporters Forum
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Entrepreneur's Forum
GO SMALLBIZ

PR and Marketing
Forum
GO PRSIG

Travel Forum
GO TRAVSIG

Working From Home
Forum
GO WORK

Using online advertising or just maintaining a forum presence can sell others on your business.

When Entrepreneur's Forum member Bobby Bhasin wanted to fill more rooms in his Barry House Hotel, a bed-and-breakfast inn in central London, he expanded his marketing to cyberspace. Taking out a one-line advertisement in CompuServe Classifieds for two weeks at a cost of \$1.50, he received just under 20 responses. "It was wonderful!" he says. Bhasin continues to advertise and credits about 15 percent of his business to CompuServe Classifieds. For instance, the last week of December, five of the inn's 18 rooms were occupied by CompuServe members, proof positive that online marketing is a direct link to the world.

But be forewarned: electronically spreading the word about your business carries a brand-new set of rules and ethics. "Marketing online works best if it is subtle and customized for the individual prospect," says Marguerite Ellen, sysop of Section 15, "Cyberbusiness," of the Entrepreneur's Forum and president of Information Exchange

Inc. of Satellite Beach, Florida.

Online marketing techniques—which run the gamut from outright advertising to more subtly establishing yourself as an expert source—work well when you want to target your product or service to a specific audience. In addition, the lack of geographical boundaries offers the ability to network with individuals and companies worldwide.

Such techniques tend to succeed in the long term rather than the short term. "It takes time to cultivate," says Ron Solberg, sysop of the PR and Marketing Forum and president of EasyCom Inc. in Downers Grove, Illinois. He also warns that online marketing can be expensive if you don't pace yourself and use your telecommunications software efficiently. "You have to understand your costs and what you're doing."

Following are methods that some CompuServe members find effective for legitimately promoting a business online.

Cathryn Conroy is a senior writer of CompuServe Magazine and book-review editor of Online Today. Her CompuServe User ID number is 70007,417.

Dos and Don'ts: Working Within the Rules

How can you legitimately use CompuServe to market your business online? CompuServe's rules of operation prohibit you from posting public messages or sending unsolicited electronic-mail messages that contain any advertising or solicitation to use goods or services. (GO RULES for details.) However, you can still obey the rules and market effectively.

Marcia Yudkin, Entrepreneur's Forum member and author of *6 Steps to Free Publicity and Dozens of Other Ways to Win Free Media Attention for You or Your Business* (Plume, 1994), offers these suggestions:

- ▶ **Do respect the rules against solicitation, but learn how you can legitimately market online within these limits.** When you respond to forum messages in your area of expertise or ask questions of your own, be sure to mention your name and business in the text of the message or at the end. If you're asked for more information about your business, including prices, it's legitimate to provide it either in a public forum message or private CompuServe Mail message—but only if you're asked first.
- ▶ **Do offer constructive and substantive information in forum messages, and you'll soon be known as the forum's expert on that topic.** Other forum members are likely to refer inquiries and questions to you.
- ▶ **Do develop a friendly and outgoing forum personality.** Be polite and pleasant.
- ▶ **Do remember there are many people in forums who are "lurking"—just reading messages and not responding.** You could receive private CompuServe Mail messages from some of these folks asking for information on your business.
- ▶ **Do know that marketing experts say people need to hear about a name or business seven times before they feel comfortable taking action.** Developing a strong forum presence is a good way to make the seventh time arrive sooner.
- ▶ **Do create a useful information file based on your area of expertise that you upload to a pertinent forum library.** Such files give you an opportunity to demonstrate your experience or special approach to a subject.
- ▶ **Don't blatantly solicit or advertise in a forum message.**
- ▶ **Don't send an unsolicited advertisement through CompuServe Mail.**
- ▶ **Don't use library files for advertising.** However, you are permitted to mention in a library file contact information or price—but not both.

—CC

Advertise

The most direct way to promote your business is by advertising. CompuServe Classifieds is the only place on CompuServe where you can legitimately advertise, since the Information Service's rules of operation prohibit posting forum messages that contain advertising or sending unsolicited electronic mail that advertises goods or services.

Like Bhasin, other small-business owners have found CompuServe Classifieds is effective, and the response can easily be measured. Mike Holman Sr. is an authorized discount reseller of software, including Novell networking products, WordPerfect, Lotus spreadsheets, and more, and his primary advertising vehicle for Holman's World is CompuServe Classifieds. "This is by far one of the best marketing tools," he says, noting he typically receives three inquiries daily from his ad. He thinks CompuServe Classifieds is so effective because of the way it's organized, making it easy for potential customers to find his ad. (See "Using CompuServe Classifieds," on p. 32.)

"CompuServe Classifieds is ideal for product-oriented businesses," says Laura Clampitt Douglas, co-author with Paul and Sarah Edwards of *Getting Business to Come to You* (Tarcher, 1991) and a section leader in the Working From Home Forum. "Offer samples or a free trial, and be sure to mention guarantees. When writing your ad, use power-action words that arouse readers to respond right away."

Strut Your Stuff

"One of the most successful ways to develop credibility and get business is to demonstrate what you can do," says Douglas. The best way to do this is in the forums. For instance, if you're a caterer, offer party tips

in Cooks Online; if you're a speechwriter, post your words of wisdom in the Issues Forum; if you're a computer consultant, offer advice to those in need. "Use examples from your business to illustrate points and demonstrate your expertise," advises Douglas.

Katie Lachance of Clearwater, Florida, is a scopist, someone who uses specialized software to edit a court reporter's notes. Along with CompuServe member Maureen Robinson, Lachance is co-owner of Legal Services Institute, a comprehensive scopist training course offered primarily in

cyberspace. Lachance has become an active participant in the Court Reporters Forum, participating in discussions on a variety of topics. She's become particularly expert at helping other court reporters with computer and software problems. In her messages, Lachance identifies herself and her business, which not only adds credibility to the information she is providing but also promotes her company.

"I demonstrate my expertise by sharing information," says Lachance. She and Robinson, along with scopist Diane Koriath, offered a special Court Reporters Forum-based training course on e-mail file exchange in January, teaching other scopists how to compress files and exchange them via CompuServe Mail.

Lachance advises others to change their concept of marketing. "You need to learn to demonstrate your skills in a written format without direct solicitation," she says. "By being active in forums we get to know our potential clients and they get to know us."

Share Your Knowledge

You can also promote your expertise through library files, sharing your knowledge on a specific subject through an informative text file you write and posting it in a related forum.

Solberg says files that offer bulleted points are often the easiest both to create and to read online. For instance, if you're a graphic artist, write an article on 10 ways to use graphic elements to establish or enhance corporate image. Samples can even be appended to the file in GIF format.

Travel consultant Mireille Petit, owner of Petit Travel Consultants, has done this in the Travel Forum. Through her business Petit primarily assists those who want to travel independently in Europe. In addition to booking all travel arrangements, she sells

Using CompuServe Classifieds

If you want to advertise online, CompuServe Classifieds offers a cost-effective way to market your business to more than 2 million CompuServe members worldwide. Since it is part of basic services, many members routinely scan the ads looking for bargains on everything from computer software to condos in Hawaii. Ad rates begin at \$1 per line for one week, and the rates are lower for advertisements that are posted for longer periods.

Dan Meeks, Classifieds manager, advises advertisers to make their CompuServe Classifieds ad copy complete, specific, and accurate. "Through a full description of the product or service, the quality and quantity of the responses to the ad are increased," he says, noting that the best ads are short. "Two to four lines is most effective. One line is too short for most ads, since it doesn't provide enough information to generate qualified replies."

Meeks offers this example of a well-written Classifieds ad:

Interested in starting a home business? I can make available a diskette for \$15.95 of over 100 businesses you can start from home using your computer. Most of these require little experience and entail low start-up costs. Please REPLY for additional information.

A less effective version might read:

100 Business Ideas, \$15.95. REPLY.

Says Meeks, "Not only does the second ad not tell the reader much about the offer, but it lacks a quality image and readers may be concerned about its validity."

With an average of 15,000 ads from about 10,000 advertisers running at any given time, CompuServe Classifieds is organized into specific categories that allow members to easily browse and find the service or product they want. The categories include Employment/Education, Computer Hardware/Software, Travel, Real Estate, Hobbies/Collectibles, Business, Cars/Boats/Airplanes, and Misc. Merchandise/Information. For the best response, be sure to place your ad in the most appropriate category.

Almost all CompuServe Classifieds are written in English, but about 1 percent are in French or German—a good way to reach an international audience.

For more information, including a detailed rate chart, GO CLASSIFIEDS.

—CC

European rail passes. Operating from her home in Worcester, Massachusetts, Petit helps promote her business by sharing her in-depth knowledge on European travel. For instance, there are various types of European rail passes, all offering different features and selling for widely different prices. She has cut through the complexity, offering two informative files in Travel Forum libraries—a comprehensive listing of European rail passes that can be purchased in the United States, as well as tips on European car rental, including the kind of car to rent, costs, insurance, safety, and more. She subtly promotes her business by indicating in the text that she is a travel agent and signs the articles with her name and CompuServe User ID.

Petit believes these two library files have had a positive impact on her business, although she admits it's impossible to measure. "The files are a good way to call attention to my business," she says, and insists the most professional and effective way to market online is by helpfully answering others' questions and not making wild, unfounded claims about your own expertise.

Expose Your Cyber-Business

Often, meeting just one or two key individuals in your industry or the media via the information superhighway can be a powerful marketing tool.

Donna and Mike DeVaudreuil, co-owners of T-Shirts Online, an electronic bulletin-

board-based T-shirt shop in Freeport, Maine, watched their cyber-business take off due to their online accessibility. Customers log onto the T-Shirts Online BBS, upload a graphic file, complete an automated order form, and pay by credit card; the DeVaudreuils create a custom T-shirt that is shipped within a few days of the order. Most of the T-shirts they create are original graphics, and kids' artwork is especially popular.

Their business expanded when Jaclyn Easton, host of the Los Angeles, California, radio show *Log On LA*, saw a magazine ad for T-Shirts Online. Since the company's CompuServe Mail address was published in the ad, Easton e-mailed the DeVaudreuils, ordered a T-shirt with the show's logo, and then interviewed the couple on her radio show. Easton spread the word further by alerting CompuServe member and syndicated computer columnist Lawrence Magid, who also ordered a T-shirt and then wrote a column about the business.

"All this exposure helped our business get off the ground," say the DeVaudreuils, who are members of the Entrepreneur's Forum.

Continue Contact


Holman, the discount software reseller, views customer support as a critical part of his marketing effort, because he knows that satisfied customers return. CompuServe Mail is how he offers such support. Because he competes with large chains and

superstores, Holman tries to offer a level of customer support his competition doesn't. Customers are encouraged to e-mail Holman with questions on everything from installation to power features. Depending on the

complexity of the question and Holman's own knowledge of the product, he may simply refer the individual to an appropriate support forum on CompuServe.

But many times he visits the forum himself, tracks down the answer, and writes a personalized response to his customer. "This way they get the product and the service support," he says.

Holman has found that more than wanting the software or the discount—both of which are available many other places—his customers want the individual brand of support he has come to provide. And he says the only way he can offer this support is through CompuServe. Not only is Holman accessible to his customers through CompuServe Mail, but the information he needs to give them is also accessible to him through various software support forums.

"Marketing electronically can be a valuable tool and should figure prominently in a comprehensive marketing campaign," says Douglas. "But always remember your success in business depends not on what you market or sell but rather on what your customers buy." 

See "Selling Online," page 34.

PERSONAL ENTERPRISE

IT'S NOT IF. IT'S WHEN.

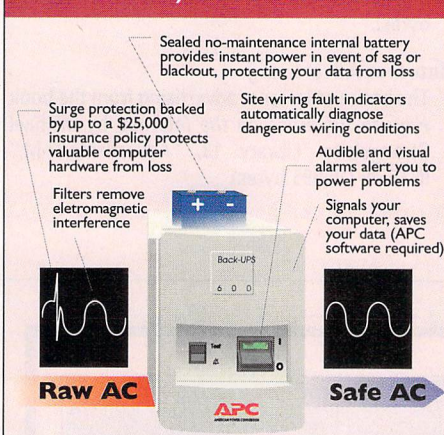
486, Pentium, PowerMac... No matter how fast your PC is, it can't outrun a power problem (Get Uninterruptible...starting at \$119)

Just don't have the time for power problems on your PC? Don't worry. They'll always make the time for you. It's not if a power problem will occur, but when. Due to household appliances, poor wiring, bad weather or even other office equipment, power problems are as inevitable as death and taxes.

IN THE NEXT THREE MONTHS, MORE THAN 30,000,000 PCs WILL BE HIT BY POWER PROBLEMS...

In fact, you have better odds of winning the lottery than of escaping the sting of power problems on your PC. One study discovered a typical PC is hit over 100 times a month, causing keyboard lockups, hard drive damage, and worse. And since sags and blackouts represent more than 85% of power problems likely to

APC UNINTERRUPTIBLE POWER MEANS SAFE DATA, HAPPY COMPUTERS



APC Uninterruptible Power Supplies provide instant battery backup to protect your data from loss and your hard drive from damage. Units are even backed by up to \$25,000 in lifetime surge protection insurance.

hit your computer, standard surge suppressors are literally powerless to protect you. And a study in a recent PCWeek showed that the largest single cause of data loss is bad power, accounting for almost as much data loss as all other causes combined.

PROTECT YOURSELF BEFORE YOU KICK YOURSELF...

Get instantaneous battery backup power from an APC Uninterruptible Power Supply and prevent keyboard lockups, data loss, and hard disk crashes. Surge protection performance is even backed by up to a \$25,000 Lifetime Equipment Protection Guarantee.

Ask for APC at your computer reseller today or call for your FREE handbook.



Starting at just \$119, an APC UPS is serious protection no serious computer user should be without.

"Don't take chances...get the ultimate protection... from APC." -PCWorld

GO APC

OVER 3,000,000 SATISFIED APC USERS...

"This is the best computer related purchase I have ever made! Has saved me hours of re-programming..."
Carol Irvine, Wizard Assoc.

"We reduced our maintenance costs the first year by 50% in repairs of equipment."
Valentin Gonzalez, Pfizer

"Our server was running a project when it lost power... messed up all the data files. It took four days to recover. But we don't worry anymore since we got APC..."
Tony Chen, DeAnza Systems

"We were working on a state bid when the power went off. APC saved the day and year and future...about 800 pages of data saved thanks to APC."

Ravi Iyer, Software Galleria
"A power surge did significant damage to all of our systems except those protected by APC. The APC units were undamaged..."
C. Jeffrey, C. Jeffrey Eng.

"APC has virtually eliminated downtime in our corporate network..."
Kurt Roemer, Searle Corp.

"Power went out while processing payroll! If not for APC we would have had a walkout!"
Suzi Higgason, OSI Inc



Home office user Don Traux knows first hand about APC reliability: "It ought to be against the law to buy a computer without an APC Back-UPS 250. I recently had a direct lightning hit right outside the house...my computer never blinked."

"APC lets me sleep better at night. How much would you pay to get back that one file you worked all day to complete for the boss who gets on the plane at 8:00 a.m? You should assume that you'll buy a UPS, not that it's some luxury item."
R. Morella, Westinghouse

"A power surge wiped out the FAT tables on all PC's not protected by APC. Now have APC installed on all..."
Craig Post, Comm. Tech.

"Before I purchased the UPS I had to put in at least two hard drives at \$1000. With APC products...no new hard drives in two years!"
S. Foreman, LSP

Solutions



FREE 60-PAGE HANDBOOK

What are the causes and effects of power problems? The most common power protection mistakes? Call for your free handbook today! Please reference Dept R6

APC™

AMERICAN POWER CONVERSION
800-800-4APC
Dept R6

401-788-2797 fax / 800-347-FAXX faxback
132 Fairgrounds Rd., W. Kingston RI 02892 USA
A publicly-traded company (NASDAQ: APCC)



Selling Online: Various Forums' Files

For advice and information on how to market online, check these forum library files:

Entrepreneur's Forum (GO SMALLBIZ)

Electronic Marketing

Introduction to electronic marketing, its downfalls, and where to go for help. Library 15, "Cyberbusiness," ROADKL.ZIP (39,767 bytes).

Online Marketing Basics

Advice from Wally Bock's *Cyberpower Alert!* on doing business online. Library 15, OMARKB.TXT (7,486 bytes).

Build Business Online

Online publicity tips from marketing professional Marcia Yudkin. Library 15, ONLINE.TXT (3,012 bytes).

Advertising Online

Tips on electronic marketing and advertising from marketing professional Sheila Danzig. Library 15, TYCMM (13,397 bytes).

Under Construction: The Information

Superhighway

Article from the September 1994 *Entrepreneur Magazine* discusses the effect of the information superhighway on small-business owners. Library 15, BB4179.ENT (7,449 bytes).

Internet Advertising

Answers to frequently asked questions about advertising on the Internet. Library 15, STRANG (17,462 bytes).

Writing Good E-Mail

Tips from Wally Bock on how to use e-mail effectively. Library 15, GIVEMA.TXT (4,834 bytes).

PR and Marketing Forum (GO PRSIG)

Online Marketing

Article by forum sysop Ron Solberg outlining ways professional communicators can market online. Library 7, "Marketing/AMA," ONLMKT.TXT (4,879 bytes).

Sales Leads

Analytical approaches to online marketing from *The Michael Enlow Letter: Technology Marketing News*. Library 7, MARKET.TXT (23,274 bytes).

Internet Advertising

The basics of Internet advertising from the book *How to Advertise on the Internet*, by Michael Strangelove. Library 13, "Advertising/D-M," INTERN (15,595 bytes).

Auto-Response E-Mail

Report discussing use of auto-response electronic mail in an Internet-based advertising campaign. Library 13, INETAD.TXT (9,247 bytes).

Working From Home Forum (GO WORK)

Electronic-Marketing Power

How a home-based business can use electronic marketing to achieve the power of a Fortune 500 company. Library 1, "General Information," ONLINE (6,784 bytes).

Electronic Brochures

Windows-based program to create electronic brochures. Library 7, "Getting Business," EB.EXE (323,812 bytes).

Face-to-Face

The value of doing business face-to-face versus through online communications. Library 7, FACE.TXT (15,761 bytes).

Save up to 73% with *on-line* trading through QUICK & REILLY

There are a lot of advantages to using QuickWay, Quick & Reilly's on-line, 24 hour brokerage service:

- Savings of up to 73% on commissions.*
- No start-up or monthly subscription charges.
- Access to quotes on any stock, option or market index.
- Placement of orders on your PC in seconds – day or night. Reports are returned on-line.
- Prices of up to 18 stocks, plus options, on a single screen.
- Bypass your computer and get one-to-one service from a Quick & Reilly Personal Broker.

For an on-line demo, **GO QWK!**
For a complete information package and account application call:

1 800 666-7972 Ext. 5121

	100sh @ \$10	500sh @ \$15	1000sh @ \$14
Merrill Lynch	\$50.00	\$205.54	\$308.28
Charles Schwab	47.00	101.50	123.60
Fidelity	46.50	101.00	123.10
Quick & Reilly	37.50	77.75	94.00

QUICK & REILLY
MEMBER OF NEW YORK STOCK EXCHANGE

Where Independent Investors Do Better.
Every Day.

Account Protection of \$25,000,000. \$500,000 provided by SIPC, of which \$100,000 covers cash balances. The remaining \$24,500,000 is provided through the Aetna Casualty and Surety Company. *Telephone survey 11/94. Minimum commission \$37.50. Services vary by firm.

Replace your CONTACT LENSES and save!

- We'll beat any advertised price!
- All brands and types available
- Satisfaction guaranteed
- We'll obtain your prescription for you

All
disposable
lenses
\$19.95
multipack

Call
Contact Lens
Supply

1-800-833-7525

Ask for
Dept. 600-9

or



Open 7 days. Next day delivery available

TECHNOLOGY UPDATE

New device turns any electrical outlet into a phone jack

Engineering breakthrough gives you unlimited phone extensions without wires or expensive installation fees

By Charles Anton

You don't have to have a teenager to appreciate having extra phone jacks. Almost everyone wishes they had more phone jacks around the house.

When I decided to put an office in my home, I called the phone company to find out how much it would cost to add extra phone jacks. Would you believe it was \$158?

No more excuses.

Today, there are a thousand reasons to get an extra phone jack and a thousand excuses not to get one. Now an engineering breakthrough allows you to add a jack anywhere you have an electrical outlet. Without the hassle. Without the expense. And without the miles of wires.

Like plugging in an appliance.

Now you can add extensions with a remarkable new device called the Wireless Phone Jack. It allows you to convert your phone signal into an FM signal and then broadcast it over your home's existing electrical wiring.

Just plug the transmitter into a phone jack and an electrical outlet. You can then insert a receiver into any outlet anywhere in your house. You'll be

able to move your phone to rooms or areas that have never had jacks before.

Clear reception at any distance. The Wireless Phone Jack uses your home's existing electrical wiring to transmit signals. This gives you sound quality that far exceeds cordless phones. It even exceeds the quality of previous devices. In fact, the Wireless Phone Jack has ten times the power of its predecessor.

Your range extends as far as you have electrical outlets: five feet or five hundred feet. If you have an outlet, you can turn it into a phone jack—no matter how far away it is. The Wireless Phone Jack's advanced companding noise reduction features guarantee you crystal-clear reception throughout even the largest home.

Privacy guarantee.

You can use The Wireless Phone Jack in any electrical outlet in or around your home, even if it's on a different circuit than the transmitter. Each Wireless Phone Jack uses one of 65,000 different security codes. You can be assured that only your receiver will be able to pick up transmissions from your transmitter.

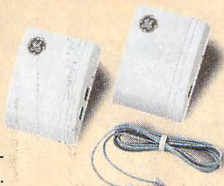
Is the Wireless Phone Jack right for you?

The Wireless Phone Jack works with any single-line phone device. Almost anyone could use it, especially if...

- **Few jacks.** You want more phone extensions without the hassle and expense of calling the phone company.
- **Bad location.** You have jacks, but not where you need them most, like in the kitchen, garage, home office or outside on the deck.
- **Renting.** You want to add extensions, but you don't want to pay each time you move.
- **Other phone devices.** You have an answering machine, modem or fax machine you want to move to a more convenient place.

The Wireless Phone Jack System

consists of a transmitter (right) and a receiver (left). One transmitter will operate an unlimited number of receivers.



Unlimited extensions—no monthly charge. Most phone lines can only handle up to five extensions with regular phone jacks. Not with the Wireless Phone Jack. All you need is one transmitter, and you can add as many receivers as you want. Six, ten, there's no limit. And with the Wireless Phone Jack, you'll never get a monthly charge for the extra receivers.

Works with any phone device.

This breakthrough technology will fulfill all of your single-line phone needs. It has a special digital interface for use with your fax machine or modem. You can even use it with your answering machine just by plugging it into the Wireless Phone Jack receiver.

Special factory-direct offer.

To introduce this new technology, we are offering a special factory-direct package. For a limited time, the transmitter is only \$49. One transmitter works an unlimited number of receivers priced at \$49 for the first one and \$39 for each additional receiver. Plus, with any Wireless Phone Jack purchase, we'll throw in a phone card with 30 minutes of long distance (a \$30 value) for only \$9.95!

Try it risk-free. The Wireless Phone Jack is backed by Comtrad's exclusive 30-day risk-free home trial. If you're not completely satisfied, return it for a full "No Questions Asked" refund. It is also backed by a one-year manufacturer's limited warranty. Most orders are processed within 72 hours and shipped UPS.

Wireless Phone Jack transmitter ...\$49 \$4 S&H
Wireless Phone Jack receiver\$49 \$4 S&H
save \$10 on each additional receiver—\$39

30-minute long distance phone card.....\$30
\$9.95 with Wireless Phone Jack purchase

Please mention promotional code 017-CV-1116

For fastest service, call toll-free 24 hours day

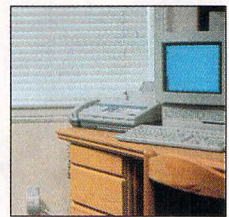
800-992-2966



To order by mail, send check or money order for the total amount including S&H (VA residents add 4.5% sales tax). Or charge it to your credit card by enclosing your account number and expiration date.

COMTRAD INDUSTRIES

2820 Waterford Lake Drive, Suite 106
 Midlothian, Virginia 23113



The Wireless Phone Jack lets you add a phone, modem, fax machine or answering machine almost anywhere.

"Sonic" Boom



Sega welcomes fans to the next level of gaming with an enhanced menu viewable in CIM.

RANDOM ACCESS

Where to GO

Sega Online
GO SEGA

Sega Online's forum and areas leave fans of Sonic and Ecco at the top of their (video) game.

In the world of home video gaming, a war is being waged. Industry heavyweights Sega and Nintendo are furiously developing strategies and products to protect and expand their portions of the \$6 billion industry, as Sony, 3DO, and Atari enter the fray with snazzy new systems touted to raise the level of game play even higher. Amid the chaos, however, most of the estimated 30 million households in the United States with video-game consoles are fiercely loyal to their system of choice. To get a sense for the kind of fervent devotion these games evoke, spend some time in the Sega Forum, where members and game developers alike share playing strategies, rate the latest games and hardware, and discuss the next technological breakthrough guaranteed to rock the market and test their loyalties.

Cruising the Sega Forum's message sections reveals a lot about its members: most are male, aged 16 and up (and often adult), united by an often zealous allegiance to the Sega brand name—hard-core gamers who affectionately refer to their Genesis systems as "Gennies." They tend to leave short, often cryptic dispatches for one another in any of 16 message sections organized by game system (the basic Genesis machine, portable Game Gear, and advanced 32X add-on) and Sega's other interactive entertainment ven-

ues. The bottom-line need: to know which games out of the hundreds released each year are worth the \$40–\$60 investment, and how to play them competitively. "I know I can trust my fellow enthusiasts not to hold back and to post in graphic terms whether or not a game stinks," says forum member Charles Klimushyn, an occupational therapist from Sandusky, Ohio. "There's also a lot of competition to see who can finish a newly released game first."

"What makes a game great or bad is right up there with what is art," says Klimushyn. "Good games bring together great graphics, great sounds, great game play." He says seasoned gamers expect intense, nonrepetitive action, sensitive controls, sophisticated original soundtracks (some video-game composers have fervent followers who eagerly await their next release), and lots of surprises. "Good audio can greatly enhance a game and set the proper emotional response to what's happening onscreen," he says. "For me, lousy control will kill a game quicker than anything else."

Online game critiques are helpful to Sega and third-party game designers such as BlueSky Software and Activision, who log on seeking feedback about newly released titles. Scott Krager, lead level designer for Activision's Pitfall: The Mayan Adventure,

Pat Hadler is a freelance writer based in Columbus, Ohio. Her favorite game for the Genesis is Columns.

says he was surprised at the degree of technical knowledge in the responses he got to an online request for critiques of the game. "There were many who broke down the game into specific components and commented on the graphics and animation," he says. "If we were to do a sequel to the game, we'd take the constructive criticism to heart. I consider those comments important because today's gamers have literally grown up with the technology."

Keith Freiheit, a senior software engineer with BlueSky, was equally impressed when he posted a message requesting opinions on cheat codes, the undercover tricks creators build into games to make them easier to navigate and program—and play. In three weeks, his post grew to a thread of more than 70 messages. "The replies were quite valuable," says Freiheit, the lead programmer of BlueSky's popular Jurassic Park game and Rampage Edition sequel. "I received several new ideas and solidified my own thoughts on the topic. Not all of them are practical, of course, but some will definitely be used in future games."

The Sega Forum is only the latest example of the company's aggressive move into interactive entertainment services, which include the bimonthly *Sega Visions* magazine, a game-on-demand cable-television channel, and a line of products that includes advanced game controllers and apparel. There are two ways to access Sega's online offerings: via

standard forum message sections and libraries, and through an enhanced CIM menu that features a colorful eight-icon interface. The enhanced menu provides passage to Sega's online mall and areas where new products, such as the new line of Sega Club games for players aged 12 and under, are previewed.

The forum has held live conferences with

The Sega Forum is only the latest example
of the company's aggressive move into
interactive entertainment services, which
include the bimonthly *Sega Visions* magazine,
a game-on-demand television channel, and
a line of products including advanced game controls.

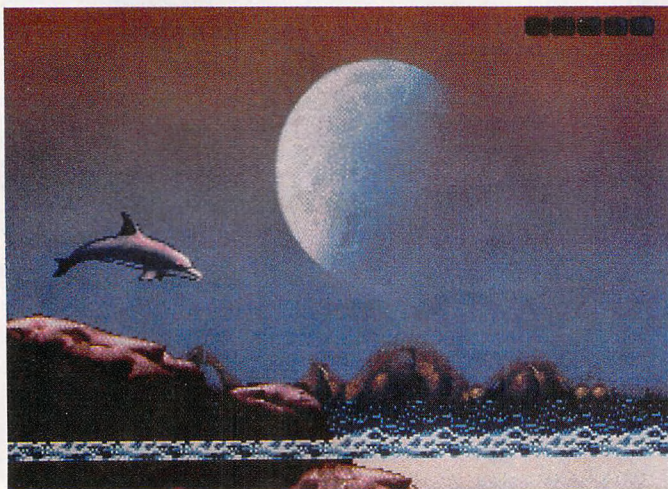
the company's management, giving Sega fans unprecedented access to the sultans of Sonic (the company's cocky trademark character once featured on the cover of *Business Week*). In its initial month, separate conferences were held with Roger Hector, vice president of Sega's Technical Institute and lead designer of the game Sonic and Knuckles; Joe Miller, senior vice president of Sega's product development; and the big kahuna himself, Sega of America CEO and president

Tom Kalinske, who drew more than 200 members to hear him discuss the merits of Sega's Doom cartridge, a PC-game carryover for the new 32X system. "We realize that the people online are some of the technological opinion leaders," says Kerry Bradford, Sega's associate director of new business development and point man for the forum. "With the advanced-level systems just now coming out, it's important to let them in on what's happening because they influence the buying decisions of others."

Don't think for a minute that this forum is just about business, though. There are GIF files of game stars that can be downloaded to brighten a boring desktop, AVI and QuickTime demos of games, and WAV sound samples of the unmistakable Sega "scream" that punctuates all television ads (and introduces many games). During its inaugural month, members were encouraged to upload their finest primal cries of "Sega!" in hopes of winning a "Sega"-emblazoned denim jacket. Kalinske himself recorded and posted a version of his own.

Tips and Beyond

The gamer's ultimate goal is mastery of the latest title, and sometimes it helps to have some inside information. For both neophyte and Mortal Kombat master, forum libraries and message threads provide a wealth of tips, tactics, and cheat codes. Mem-



A dolphin stars in Ecco: The Tides of Time for Sega Genesis.



Dynamite Headdy for the Sega Genesis platform.

bers who post a desperate message looking for help often find an answer within hours. Member Mark English of Richmond, British Columbia, told the forum his nine-year-old son nearly "threw the Sega out the window" when he got stuck at the "Roar at Monkeys" level of *The Lion King*. A last-minute reprieve came when a member suggested that English make his video character, Simba, growl at the lowest pink monkey before jumping on the second rhino to escape the simian stand-off. With a well-timed press of the A button, English and Simba were on their way. Likewise for Michelle Nicholson, who couldn't get past the fish-belching garbageman who blocks early passage in *Earthworm Jim*, a frenetic title from newcomer Shiny Entertainment. The solution? Pummel the guy with boxes bounced off a nearby spring (and avoid the fish, of course).

Virtually all forum messages are answered by either fellow members, the sysops, or Sega product managers who provide technical support. Queries in the sections range from the ordinary ("Am I experiencing a bug or a defective

cartridge?") to the highly unlikely. Member John Ziglar decided recently to dig out of the closet his original Sega Master System, the 8-bit dinosaur Sega debuted in 1986, to play an old favorite, *Teddy Bear*. Ziglar, a sales administrator from Winston-Salem, North Carolina, never reached the nirvana gamers feel when taking a beloved game to its final level, and logged onto the forum in hopes that someone, somewhere, still remembered the old system and could

help him achieve his goal. "The reply from the Sega sysop was a real [surprise]," says Ziglar. "I thought for sure I would never find anyone who really cared about the older game system, let alone have the information I requested."

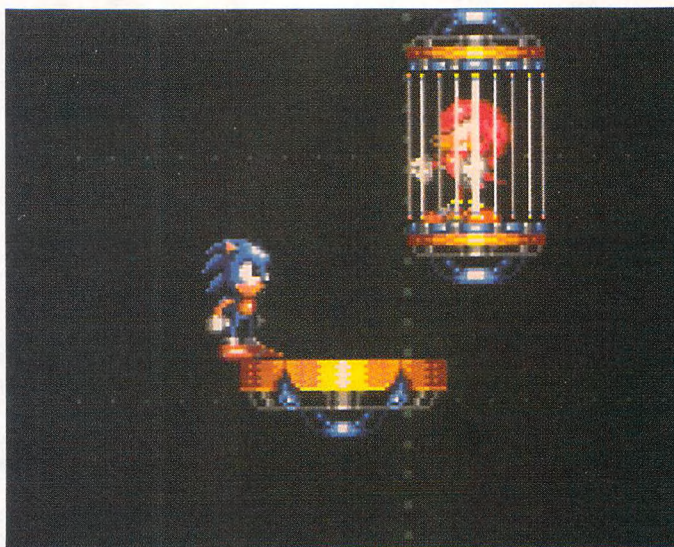
A far cry from the Master System is the new Sega Channel, an interactive cable network also being promoted in the forum. For a flat monthly fee, U.S. subscribers will be able to play any game listed in a monthly on-demand collection at any time. Another stop in the area is the Sega Mall, where fans can order game-themed shirts, hats, and jackets as well as new hardware, games, and sale specials.

Impressive stuff for a company that, five years ago, was hardly a blip on the home-gaming radar. Sega was a minor industry player until it introduced its revolutionary Genesis system in 1989, the first 16-bit color system that's now found in more than 13 million American households. Since then, Sega has steadily launched innovative products including Game Gear, the first color hand-held unit, in 1991; Sega CD, a CD-ROM peripheral for Genesis, in 1992; and, most recently, the Genesis 32X component, which upgrades existing systems to faster 32-bit power. On the horizon is Sega's Saturn system, a 64-bit video-game console positioned to battle Nintendo's Ultra 64, Atari's Jaguar, and Sony's Playstation later this year. The anticipated platform change and the resulting cost and competition dominate forum chatter. Facing brand-new hardware, home gamers will find their loyalties challenged.

"There's going to be a video-game war in 1995, and the winner will be the game players," predicts forum member Jesse Litton, a systems analyst from West Chester, Pennsylvania. "Sega has proven that it is serious about remaining a competitor with the introduction of the 32X upgrade and the upcoming Saturn." But, warns Klimushyn, not all gamers will be pleased when the smoke has cleared. "Deep down, game players know there will be losers in this battle," he says. "People don't want to see their favorite machine go belly-up. That, coupled with the fact that the next level of gaming is fairly expensive, is enough [reason] for online users to be on edge."

With more than 40 percent of the company's 1,000-plus employees engaged in research and development—and a captive forum full of expert opinions—Sega is working hard to survive, and thrive, in the years ahead.

See "Sega Forum Files," page 40.



Sonic to the rescue in *Sonic Triple Trouble* for Sega Game Gear.

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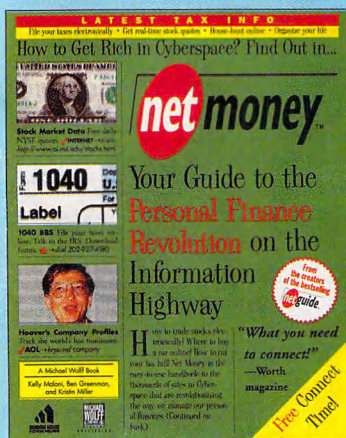
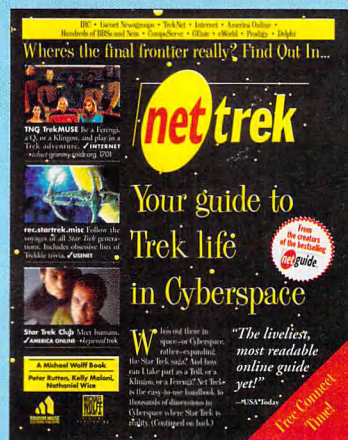
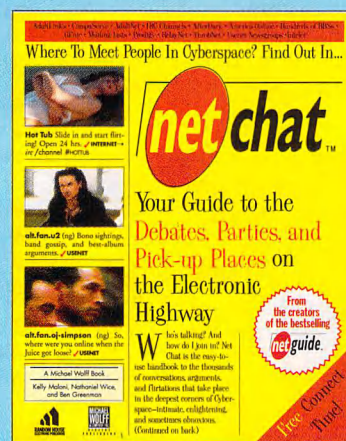
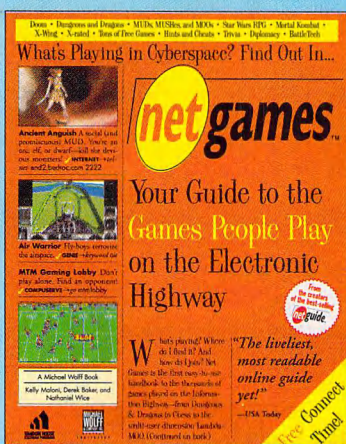
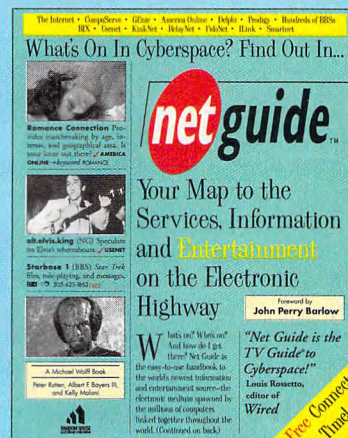
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Game Hints and Peeks: Sega Forum Files

Complement your favorite Sega games with game hints and tips, screen shots, AVI movies, and conferences with Sega executives. The following are a few of the files you'll find in Sega Forum (GO SEGA) libraries.

Library 2, "News & Events"

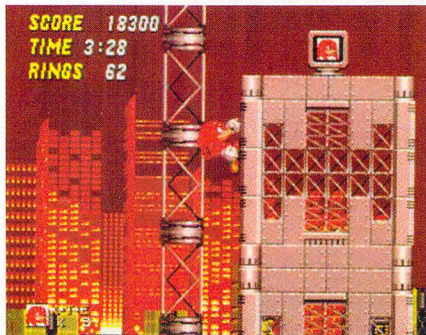
CEO in Conference

Transcript of the Nov. 7, 1994, conference with the president and CEO of Sega of America, Tom Kalinske. TOMKCO.TXT (18,082 bytes).

Library 4, "Sega Genesis"

Sonic and Knuckles (below)

Hints for Sonic and Knuckles for Genesis, and a separate file with a screen shot of the game. SANDK.TXT (43,927 bytes) and S&K2.GIF (72,216 bytes).



X-Men

Hints for X-Men for Genesis. XMEN.GEN (18,120 bytes).

Jurassic Park

Hints for Jurassic Park for Genesis. JRPARK.GEN (25,488 bytes).

Library 5, "Sega CD"

Ecco Movie

An AVI-format movie of Ecco: The Tides of Time. ECCO.ZIP (1,598,771 bytes).

Sewer Shark Hints

Hints for Sewer Shark Sega CD. SEWSHK.CD (8,833 bytes).

Library 6, "Sega Game Gear"

Game Gear Movie

An AVI-format movie showing three Game Gear games: Sonic Triple Trouble, NFL '95, and X-Men. GAMEGR.ZIP (985,301 bytes).

Library 7, "Sega Genesis 32X"

Doom Cheat Codes

"Degreelessness" mode and "Happy Ammo Added" cheat codes for Doom 32X. DOOM.TIP (357 bytes).

Doom 32X Screen Shot

Screen shot of Doom 32X, showing what it's like for your character to die while playing the game. YERDED.GIF (92,170 bytes).

Executive in Conference

An edited transcript of the Nov. 18, 1994, conference with Sega's senior vice president of product development, Joe Miller, focusing on the Genesis 32X platform. 32XCON.TXT (19,975 bytes).

Star Wars Hints

Hints for Star Wars Arcade for Genesis 32X. SWARC.32X (6,147 bytes).

32X Logo

The Genesis 32X logo image in GIF format. 32XLOG.GIF (4,525 bytes).

32X Tech Specs

A file describing the technical specifications of the Genesis 32X. 32XSPC.TXT (594 bytes).

Library 13, "Sega Toys"

Sonic for Pocket Arcade

A description of Sonic for Pocket Arcade. SONPA.TXT (644 bytes).

Pico Commercial Movie

An AVI-format movie of the Pico commercial from Sega Toys. PICO2.ZIP (1,171,344 bytes).

Library 14, "Sega Channel"

Wallpaper

A Sega Channel image you can use as a tile to create Windows wallpaper. CHANW2.GIF (1,664 bytes).

Press Release

The press release about the Sega Channel, TCI, and Time Warner partnership. PRSCH.TXT (5,420 bytes).

Library 15, "Theme Parks/Arcade"

Sega Theme Parks

A file describing Sega Theme Parks. THEME2.TXT (8,502 bytes).

Virtua Fighter II

A GIF image of Virtua Fighter II from Sega Arcade. SVVF22.GIF (66,738 bytes).



Library 16, "Sega Visions"

Visions Logo (above)

The Sega Visions logo in GIF format. SVLOGO.GIF (5,934 bytes).

Library 21, "Member Uploads"

CEO's Scream

President and CEO of Sega of America Tom Kalinske giving the Sega scream to launch last year's Sega Scream contest. TOMK.WAV (10,752 bytes).

In addition to the Sega Forum, online support for Sega and video-gaming enthusiasts is provided in the Video Game Publishers forums (GO VIDAPUB and GO VIDBPUB). There, representatives of a variety of third-party game publishers (the people who produce software for Sega game machines) answer questions and offer tips about their products in the message sections. The forums' libraries contain many exclusive files created by the publishers, including images of video-game screens, game sound samples, full-game demonstrations that run on your PC, press releases, breaking video-game news, game hints, and complete walkthroughs. Here is a sampling of some of the forums' files:

Video Game A Publishers Forum

Library 7, "Konami"

Lethal Enforcers

Codes and hints for Lethal Enforcers 2 for the Sega CD. LE2.TXT (2,485 bytes).

Library 8, "Galoob (Game Genie)"

Game Genie Codes

Index of text files of Game Genie codes for Sega Game Gear in Library 8. GGIND.TXT (4,103 bytes).

Genesis Codes

Index of text files of Game Genie codes for Sega Genesis in Library 8. SGIND.TXT (5,220 bytes).

Library 16, "Other Publishers"

Game Gear Guide

Comprehensive guide to Sega's Game Gear and its games. Cheats, tricks, codes, and playing strategy. GAMEGE.FAQ (103,375 bytes).

Video Game B Publishers Forum

Library 2, "Capcom"

Super Street Fighter

Release info on Super Street Fighter II for the Super NES and Sega Genesis Entertainment System. SUPER2.TXT (5,036 bytes).

Saturday Night Slam Masters

Release info on Saturday Night Slam Masters for the Sega Genesis Entertainment System. SLAM.TXT (2,956 bytes).

The Punisher

Release info on The Punisher for Sega Genesis. PUNISH.TXT (3,588 bytes).

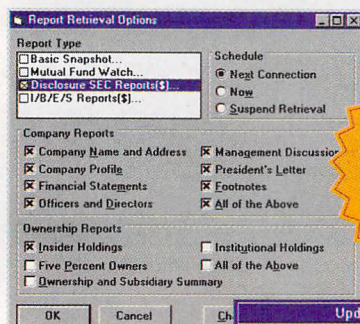
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Update Now		Get News (\$)		Get Report (\$)		Get Chart (\$)							
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dj 30	Dow Jones Avg					0	3,731.800	3,688.090	3,702.990	-6.150			
gm	General Motors	42.375	250.000	45.000	50.000	12584	51.625	50.625	50.875	-0.500	\$12,718.75	\$2,125.00	
ibm	IBM	49.500	300.000	50.750	65.000	26957	57.125	55.375	55.625	-1.000	\$16,887.50	\$1,837.50	
nyl a	New York Times A	22.000	100.000	20.500	25.500	618	24.000	23.625	23.750	0.000	\$2,375.00	\$175.00	
t	AT&T	44.000	200.000	50.000	53.750	12703	54.125	53.500	53.750	0.000	\$10,750.00	\$1,950.00	
t ah	AT&T Call Jan95 40					3	14.000	14.000	14.000	-0.625			
tedmx	Templeton Dev Markets	12.000	524.125			0	0.000	0.000	13.870	0.000	\$7,269.61	\$980.11	
Total											\$55,200.86	\$5,842.61	
Grand Total											\$71,888.36	\$7,530.11	
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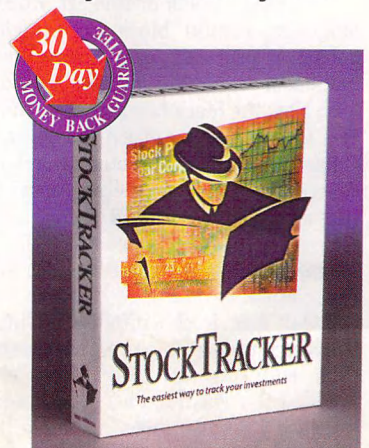
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R & D Expenses	178.00	156.00	150.00	134.00	138.00
Depreciation, Amortization	N/A	N/A	N/A	N/A	N/A
Total Interest	2.00	N/A	N/A	N/A	N/A
Non-op Income/Expense	-16.00	-22.00	-23.00	-19.00	-17.00
Pretax Income	471.00	382.00	418.00	362.00	390.00
Total Taxes	155.00	126.00	149.00	123.00	129.00
Minority Interest	N/A	N/A	N/A	N/A	N/A
Invest Gain/Loss	N/A	N/A	N/A	N/A	N/A
Other Income	N/A	N/A	N/A	N/A	N/A
Net Income Before Extra	316.00	256.00	269.00	239.00	261.00
Extraordinary Items	N/A	N/A	N/A	N/A	N/A

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by Martha Barnette



ROGER FOLEY

American Visions editor Joanne Harris and founder Gary Puckrein run "museum without walls."

Visions of the Black Experience

► A new forum lets African-American culture be honored by everyone.

Whether it's folk or fine art, literature or language, soulful blues or straight-ahead bebop, African-American culture has added immeasurably to the richness of modern history. Now the black community—and anyone else interested in African-American culture—has a place online devoted to exploration of these subjects. The African-American Culture and Arts Forum is an online extension of *American Visions* magazine, the official magazine of the African American Museums Association.

"Our fare is the intellectual life of the black community as expressed in its culture," says editor-in-chief Gary Puckrein, who founded the Washington, D.C.-based glossy bimonthly 10 years ago, modeling it loosely after *Smithsonian*. "Broadly, we treat African-American culture like the Italian Renaissance or the art of the Ming dynasty; you don't have to be Italian or Chinese to appreciate them, and you don't have to be African-American to appreciate African-American culture."

American Visions was launched in cel-

ebration of the first Martin Luther King Jr. holiday in 1983, and Puckrein says its title speaks to the dream of the slain civil-rights leader. "It's intended to mean that there are lots of visions of America and that it is important to appreciate *all* who have contributed to the 'American vision.'"

Like its parent magazine, the forum is described by Puckrein as a "museum without walls," where black theater, music, visual arts, and literature—and the people who create them—can get attention and in turn attain value. The forum helps raise awareness of the commercial benefits of black art and culture, says Puckrein, which is important if its creators are to prosper. "It is important to get African-American culture into the marketplace—in our society, that's how things acquire value," he says. "Until the late '50s and early '60s, there were all kinds of limitations placed on the African-American's ability to enter the marketplace with his

product, which caused a devaluation of things African-American." As it gains value, he says, the product becomes important not just to the African-American community but to all interested people.

One of the forum's missions is to educate black organizations about what cyberspace can do for them. "It's a little bit of missionary work," Puckrein says, explaining how many such groups, like much of the offline world, still limit their computer use to word processing. Puckrein has approached a number of African-American museums and genealogy organizations to help them explore the opportunities in computer networking. "We are encouraging a scientific revolution in the African-American community by using this technology and introducing it to creative people," he says.

Puckrein helped create the forum because he saw a need to "pioneer black neighborhoods in cyberspace." "The African-American

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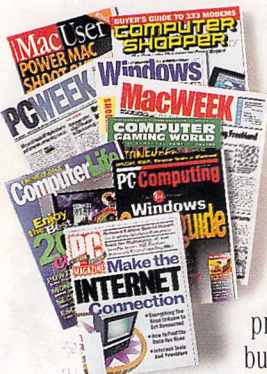
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DOOM	DOOM.ZIP	Latest shareware release of DOOM	PBS Arc. Lib 3
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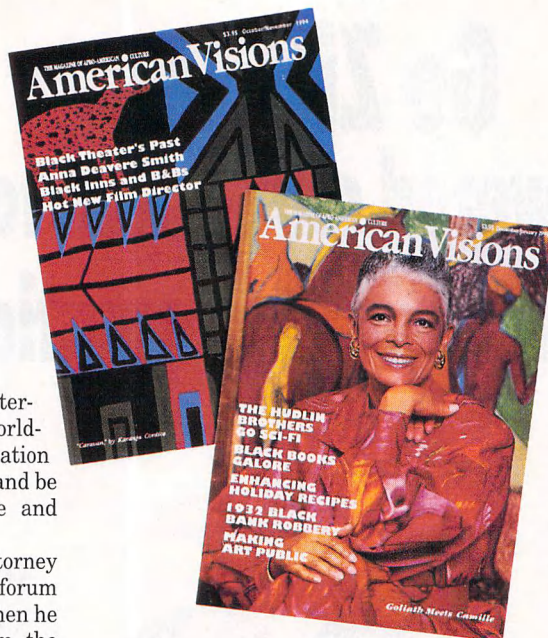


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community has few places they can interact with one another nationally and worldwide," he says. "I know of no other situation where people can broaden their reach and be exposed to a wider range of people and ideas."

To Seattle, Washington-based attorney and forum member Art Joyner, the forum helps provide the interaction he lost when he moved to the Pacific Northwest from the East Coast. "I've felt the dearth of contact with the black community and culture," he says of life in Seattle, where Joyner says the black community is smaller and more dispersed than in cities such as Philadelphia, Pennsylvania, and Washington, D.C., where he has lived. "I appreciate being able to see a variety of opinions [online] about subjects of serious consequence to blacks."

More Than Art

Because cultural expression often reflects social and political ideas, the African-American Culture and Arts Forum also devotes sections to subjects other than the arts, including general discussion of contemporary issues and interests such as black history. When the public-television documentary *The Civil War* piqued Joyner's interest in a little-known incident from the post-Civil War era, he turned to the forum to learn more. In 1863, southern slave owners tried to evade the Emancipation Proclamation by marching 150,000 slaves several hundred miles westward to Texas. Many died during the grueling journey. Curious about what seemed to be a significant yet underreported incident, Joyner found help in Section 3, "History & Biography," where member Marilyn Richardson suggested he contact documentary filmmaker Ken Burns and Princeton University history professor Nell Painter. "I am continuing my research as time permits," says Joyner, "but for now I just have the mystery to savor."

While the content of *American Visions* provided an early model for the online adjunct, editor Joanne Harris says the forum is developing a personality of its own, shaped by other topics members want to discuss. Quite a bit of that evolution is driven by activity in Section 10, "The Salon," where discussion topics range from sports to politics to relationships.

When Daniel Kalitsi of Raleigh, North Carolina, posted a message in "The Salon" seeking advice on planning an Afrocentric

A magazine modeled loosely after *Smithsonian*.

wedding, he was quickly provided the names of two businesses specializing in traditional African attire and catering for such a ceremony. Members also had the opportunity to debate the controversy surrounding NAACP president Benjamin Chavis's resignation with forum regular and NAACP treasurer Joe Madison.

Bill Benzon of Troy, New York, knew a lot about jazz but very little about rap music before he consulted forum members in Section 7, "Music & Musicians." Researching a book he's writing called *United States of the Blues: Prophetic Rhythms and Cultural Healing*, about the influence of black music on American culture, Benzon found that members' opinions on the different styles of rap varied widely. Sentiment was high against "gansta" rap, but it had its defenders; many enjoy less confrontational kinds of rap; and others were suspicious but aren't comfortable dismissing rap the way others dismissed music of their youth.

To encourage networking and interaction, the forum holds Networking After Work conferences twice a month, where any topic is up for discussion, except during the Power Hour, when business-related topics are addressed. Section 14, "Culture of Trade," is also where members discuss business topics. Members are encouraged to upload their personal profiles to Library 14, "Business/Member Lib.," to share professional and personal interests with fellow members.

There is a wide range of resources in the forum's libraries, ranging from GIFs of African-American art and black cultural figures in Library 2, "Art and Artists," to software programs in Library 13, "SW Development." AfroLink Software offers BlackWare!, clip art of black leaders, faces, graphics, icons, maps, and borders. Library 3, "History and Biography," contains black historical bib-

liographies, and Library 11, "Education," has valuable resources for students including tips on finding financial aid for law school. Current and past *American Visions* articles are also available in the forum's libraries, which include art reviews and recent stories on where to find African-American murals in Los Angeles, organizations that stage black book fairs, and profiles of gospel-music great Andraé Crouch and philanthropist Camille Cosby.

For people who love to travel, the forum offers information about Afrocentric destinations, such as the Boston, Massachusetts, Convention Bureau's African American Heritage Trail, which consists of 12 sites with African-American significance. Sysop William Murrell suggests a file in Library 9, "Travel," that lists African-American-owned bed-and-breakfast establishments; another file references a California travel agency that arranges black historical tours of Paris,

France (for other file listings, see "African-American Forum Files," p. 46).

Calvin Roche, owner of a Manhattan software-development and network-design firm, uses the "Travel" section to find ideas to enhance his frequent trips abroad. Before a recent trip to Paris, he sought information about the late entertainer Josephine Baker, the star of the Parisian *Folies Bergère* in the 1920s and '30s known affectionately by the French as the "Dark Star." Forum members suggested several places for Roche to stay in Paris and pointed out nightspots in the city Baker frequented.

The sense of community Roche experienced in the "Travel" section is typical of the forum and has already extended beyond the modem for several members. A power technician for Nynex in New York, member Sandra Honor attended an in-person forum gathering in New York and enjoyed it so much she recently traveled to another get-together in Atlanta (other face-to-face "meets" have been held in Philadelphia and San Francisco). At a New York gathering, Honor was surprised to discover that two of her favorite correspondents were not black, as she had assumed. "It makes my heart sing," she says of the experience, "to have been able to judge people not by their looks or race but by their words." ☐

Martha Barnette is a freelance writer based in Louisville, Kentucky. Her CompuServe User ID number is 75300,3140.

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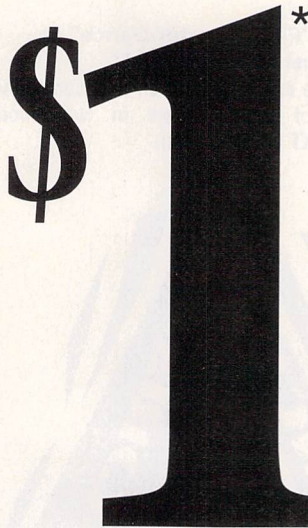
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GO OLI for more information.

Cultural Eye: African-American Forum Files

For an idea of the richness and diversity of African-American culture as reflected in *American Visions* magazine, check out some of these files from the African-American Culture and Arts Forum (GO AFRO).

Library 2, "Art and Artists"

Forum Logo

GIF image of the official African-American Culture Forum logo. AALOGO.GIF (61,289 bytes).

Miles Davis GIF

Portrait of the jazz artist. MILES.GIF (107,147 bytes).

Booker T. Washington

GIF of Booker Taliaferro Washington, famous American educator born to slaves in Virginia. BOOKER.GIF (77,201 bytes).

Take on Africa

A stylized GIF of the African continent. AFRICA.GIF (51,944 bytes).

Library 3, "History & Biography"

Artist Bio

Life story of Henry O. Tanner, the first African-American artist to portray his race in everyday settings. Appeared previously in *American Visions*. TANNER.TXT (17,094 bytes).

Library 4, "Books and Writers"

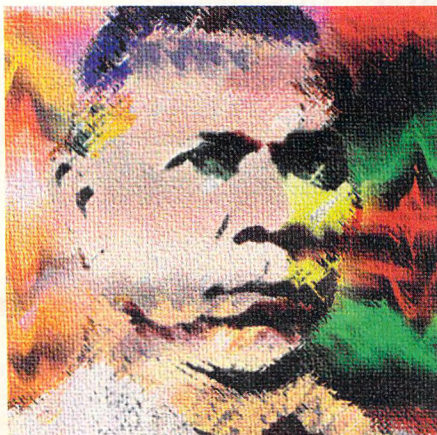
Black Writers

A history of black writers in the United States. WRITER.TXT (9,477 bytes).

Library 5, "Cuisine"

African-American Cookbooks

Listing of a portion of the African, Caribbean, and African-American cookbooks available from the University of Michigan's Cookery Collection. CBOOK2.TXT (5,623 bytes).



Booker T. Washington, file BOOKER.GIF.

Library 6, "Film-Theater-Dance"

"Why Not Just Laugh"

The creative energy behind black sitcoms, and the role of black writers in Hollywood. ROCWHY.TXT (16,128 bytes).



Forum logo, file AALOGO.GIF.

Black Theater

Listing of regional theater companies in America that feature black or multicultural works. THELST.TXT (2,620 bytes).

Library 7, "Music & Musicians"

Hairy Tales

Oral history in which George "Dr. Funkenstein" Clinton reminisces about a barbershop he once ran. HAIRYT.ALE (11,853 bytes).

Hip-Hop History

Story of this influential music style and its link to African-American music traditions. HIPHOP.TXT (16,422 bytes).

Library 8, "Genealogy"

Climbing the Family Tree

Tips and resources for tracking down ancestors. CLIMB.TXT (10,943 bytes).



Miles Davis, file MILES.GIF.

Library 9, "Travel"

Catalog of Travel Library Files

List of files about travel, including articles about destinations with particular appeal for those interested in African-American culture and history. AAC9.LIB (11,493 bytes).

Bed-and-Breakfasts

B&Bs located in Georgia; Virginia; New Orleans, Louisiana; and Martha's Vineyard, Massachusetts, that feature African-American fare. INTGEH.TXT (4,756 bytes).

Library 10, "Recent & Relevant"

What Is a Black Conservative?

One young African-American's definition of what conservatism means to him. CNSRV.TXT (2,132 bytes).

Dates From Hell

Lively conference transcript about members' worst dates ever. DATES.ZIP (27,136 bytes).

Social and Support Groups

Interracial support groups and social organizations in the United States and Canada. INTERA.LST (5,506 bytes).

Library 11, "Education"

Historically Black Colleges and Universities

Comprehensive file of addresses and phone numbers. HBINST.EXE (66,816 bytes).

Library 12, "Information Highway"

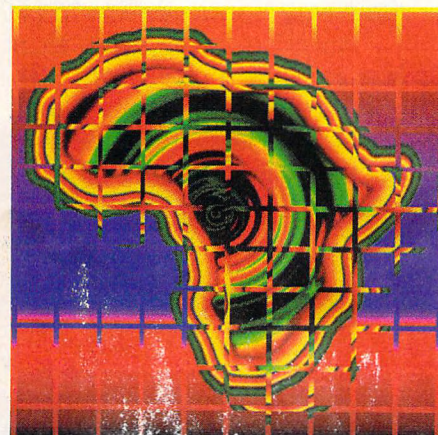
Minorities in Cyberspace

Discussion of minorities and the information highway. IHRTC.TXT (22,604 bytes).

Library 13, "SW Applications"

Clip Art

Scanned brochure that displays a variety of Afrocentric clip art for the Macintosh. AFSWCA.GIF (56,339 bytes).



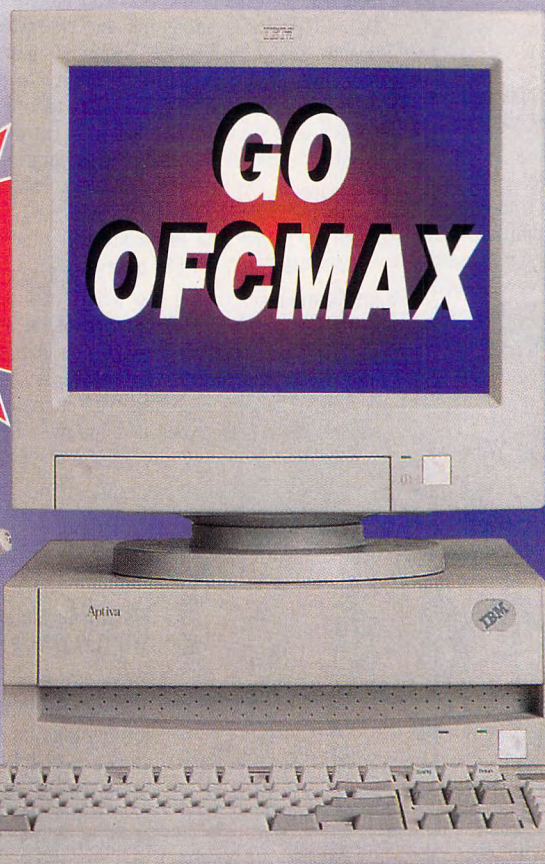
A take on Africa, file AFRICA.GIF.

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DOWNLOADABLES E-MAILBAG

Letters, we get letters! Let's slice open a few more virtual envelopes and see what CompuServers have recommended. (See instructions for submitting your own favorite file above.)

Martin McCasland likes Wall Street Simulator 1.1 for Windows, a realistic simulation of a brokerage account that lets you make phantom trades using real market prices. Users can analyze their reports and compare with others; registration brings a manual, related software, and a semi-annual newsletter. "This has one of the cleanest shareware interfaces I've ever seen. This added to the value of allowing people of various stock-trading skill levels to experiment with various investment strategies," he says. The file is in the Investors Forum (GO INVFORUM).

Library 1, "Stocks/The Market"

WSSWIN.ZIP (201,019 bytes) **W**

Brett Sizemore heartily recommends an "unusual, really cool" Windows

program, Baby Tracker 2.0, which features a calendar that lets you specify the starting date and the reference (current or other) date. It then provides such info as months and days completed, days until delivery, percent "completed," estimated present weight and height, and even lets the mother track her mood. "I've passed it around the office to expectant fathers and mothers, and they love it, too," he says. Baby Tracker is in the Windows Shareware Forum (GO WINSHARE).

Library 10, "General Win Apps"

BABYTR.EXE (48,768 bytes) **W**

Kari Cox suggests WordExpress, a feature-rich Windows word processor designed for ease of use that can handle many basic desktop-publishing tasks. It includes paragraph and character styles, embedded tables and images, search and replace, columns, mail merge, envelope printing, and headers/footers. Cox likes the ability to draw circles, add borders and shading, import graphics, and rotate text. "For the \$50 registration it's hard to beat, and does just as much as if not more than big boys like Microsoft Word and Ami Pro. It would be great for people who use laptops with limited disk space." The file is in ZiffNet's Public Brand Software Applications Forum (GO PBSAPPS).

Library 7, "WP and Text Editors"

WXPRS.ZIP (1,150,689 bytes) **W**

Kent Cearly notes that if you write lyrics, advertisements, or poems for a living, or simply enjoy the turn of an interesting phrase, you'll enjoy BatMemes, a Windows program that changes ordinary words and phrases into "something you probably would not have thought of left to your own devices." The generated "memes," or thought forms, let creative thinkers expand their perceptions and insights. Based on a European project in

This Month's FILE CLUSTER

Time to spring into the new edition of File Clusters, a bunch of files from various forums all retrievable using the same keyword. This month: They're full of exhibition-ists who loudly sport their wares; the "biz" has lots of "boating" types and "girls" who descend stairs: SHOW.

CNN Schedule

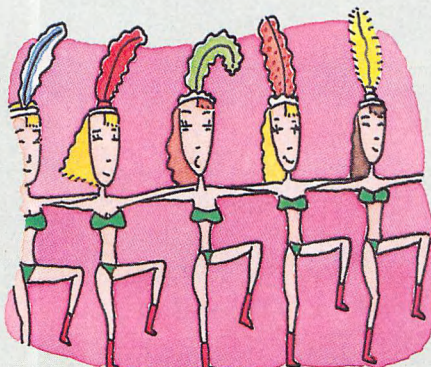
This is the regularly updated programming schedule for CNN International for weekday and weekend programs. See the CNN Online Programming Schedule (GO CNNONLINE) for daily updates. CNN Forum (GO CNNFORUM), Library 1, "General Information," CNISKD.TXT (5,793 bytes). **T**

On With the Show, This Is It

This cute little Mac INIT will, on startup, display icons of Bugs Bunny, Porky Pig, and other well-known cartoon characters while playing the Warner Bros. theme. Comics/Animation Forum (GO COMICS), Library 6, "Animation," TOONMI.SEA (92,416 bytes). **M**

Key to Mentioned Files

A Animation	O OS/2
D DOS	T Text
G Graphics	W Windows
M Macintosh	



PAUL FISCH

Old-Tyme Font

A GIF image of the highly decorative Showboat PC font, similar to the lettering seen on river steamboats of the 1800s. Font files (PostScript and TrueType) are available elsewhere in the forum. Desktop Publishing Forum (GO DTPFORUM), Library 9, "PC Fonts," SHOWBO.GIF (6,203 bytes). **G**

Blazer or Explorer?

If you're planning on buying or leasing a sport-utility vehicle, read this "showdown" review of five of the leading models by *Detroit Free Press* writer Tony Swan, from late 1994. Detroit Free Press Forum (GO DETFORUM), Library 16, "Auto Industry Files," SW1201.TXT (38,358 bytes). **T**

Them Lasers Is Fantastic!

For Windows users with a David Letterman jones comes this browser program and database, featuring hundreds of Top 10 lists from over the years. Search by keyword for topics and display a randomly selected list at startup. Entertainment Drive Forum (GO

EFORUM), Library 2, "Letterman Top 10's," TOPTEN.ZIP (327,181 bytes). **W**

Disney Dinners

Two files: a collection of 1994 messages with impressions and advice about the dinner shows at Walt Disney World in Orlando, and a press release describing the park's new "Legend of the Lion King" live show using large puppets called "humanimals." Florida Forum (GO FLORIDA), Library 13, "DisneyMania," DINSHO.MSG (17,088 bytes) and LKHUM.TXT (5,298 bytes). **T**

GDS Image Manager

Use the same PC image converter/viewer that the sysops of CompuServe's Graphics forums use for cataloging their collections. This file describes features of GDS (available in this library as GDS3.EXE). Graphics Support Forum (GO GRAPHSSUPPORT), Library 3, "Graphics Viewers," GDSDES.TXT (7,074 bytes). **T**

Listen to Healthy Advice

A listing of radio stations and times for the live U.S. radio talk show *Here's to Your Health*, which deals with topics in medicine, wellness, and nutrition. Holistic Health Forum (GO HOLISTIC), Library 15, "Services/MLM," RADIO.TXT (8,803 bytes). **T**

What'd They Say?

Wish you'd taped an informational or talk show after you've already seen it? Burrelle's Transcripts offers the verbatim text of TV programs on CBS, NBC, Fox, and various cable and syndicated shows. This file lists the pro-

experimental literature, says Cearly, "it uses a variety of transmutational styles, from the original project's techniques to the use of strange attractors." Find the program, which requires the Visual Basic runtime DLL file to run, in the Windows Fun Forum (GO WINFUN).

Library 3, "General Games"

BATMEM.ZIP (260,854 bytes) **W**

Stanley Schwartz suggests that potential tourists of Greenland, only a few hours from the U.S. and Canada with new direct flights, download and read an "excellent, comprehensive" guide by Danish photojournalist Soren Rasmussen. The file features info on the island nation's regions, getting around, accommodations in hotels and youth hostels, and activities: whale watching, dog sledding, hiking, and fishing. "Having traveled there myself, I wish I'd had this information before going. There are few travel guides for Greenland," says Schwartz. The file is in the Travel Forum (GO TRAVSIG).

Library 8, "Europe"

GREENL.HOW (102,001 bytes) **T**

"Dr. File Finder" **Michael Callahan** enthusiastically recommends, along with five other members of the CDROM Forum (GO CDFORUM), CD Tray, a databased player of audio compact discs for PCs equipped with Windows and a CD-ROM player. "After one two-minute test, I deleted my commercial CD player and registered CD Tray," says Brian R. White. The program stores data on every CD you've played, "recognizing" it on subsequent plays, and offers three different displays. "My favorite is the button bar that sits on top of any application out of harm's way," says Pierre David. It also includes a customizable disk browser using fonts and adjustable columns; powerful search filters that create printable reports based on your criteria; built-in volume control; and track/disk repeat, shuffle play, cueing, and segment

play. "A great way to create WAV files," says David. "It's a very well-rounded program," adds Callahan.

Library 13, "CD Players/Audio"

CDTRAY.ZIP (764,716 bytes) **W**

CAR SHOW—*MotorWeek*, the weekly automotive TV magazine that airs on public television and in syndication, has joined the Automobile Forum (GO CARS) in Library 18, "MotorWeek Online." The show's online manager, Ed Dempsey, uploads the text from some of the program's features, most notably its "road tests" that review a particular car's design, handling, features, and safety. Recent tests of 1995 models have reviewed the Dodge Neon, Oldsmobile Aurora, Honda Odyssey, Saab 900 convertible, and many more. Search for a particular car using its name or manufacturer (e.g. FORD) as keyword (5,000–6,000 bytes each). Also available are transcripts of *MotorWeek's* MotorNews segment (file names in format MN*.TXT; 1,500 bytes each) as well as a current list of U.S. television stations carrying the program (STALST.TXT; 18,335 bytes). **T**

TYPEFACE IT—Check the Desktop Publishing Forum (GO DTPFORUM) regularly for new freeware and shareware fonts for use with your word processor and printer. The selection includes both text and larger display (headline) fonts, in Type 1 PostScript and TrueType formats. Some popular downloads include:

Library 8, "Mac Fonts"

Zachary—Makes your writing look as though it were penned by a small child. A double set of each character ensures a handwritten feel. TrueType.

ZACHAR.SEA (45,312 bytes) **M**

grams covered and tells how to obtain transcripts. Journalism Forum (GO JFORUM), Library 6, "Radio/TV," PGRMLI.TXT (13,823 bytes). **T**

Famous Green Host

A Windows WAV-format sound of Kermit the Frog shouting "It's the Muppet Show," followed by the first few bars of the program's opening instrumental theme. MIDI/Music Forum (GO MIDIFORUM), Library 11, "Windows Media Sound," MPPTBG.ZIP (83,201 bytes). **W**

It Can't Drive 55

A head-on shot of the 30th-anniversary Lamborghini Diablo, from the 1995 Los Angeles Auto Show. Check this library for other new-car images. Motor Sports Forum (GO RACING), Library 17, "Non-Racing Images," DIABL1.JPG (72,643 bytes). **G**

ShowMaker

This easy-to-use multimedia authoring system lets novice users create presentations and tutorials from various PC image- and sound-file types. PC Applications Forum (GO PCAPP), Library 10, "Graphics," SHOW.ZIP (347,402 bytes). **W**

Doggie Data

PC Pets/Dogs (demo version) is an easy-to-use program that provides access to expert advice throughout your dog's life, on topics such as canine health and illness, grooming, and obedience training. Ninety breeds cov-

ered in text and images; matches breed to personal lifestyle. Pets One Forum (GO PETSONE), Library 1, "Programs," CSDEMO.EXE (361,309 bytes). **D**

Working the Booth

How can you get the most out of exhibiting at trade shows? Author Steve Miller offers here the archived text of his online five-lecture series with answers to related questions and other comments. PR and Marketing Forum (GO PRSIG), Library 6, "Electronic Seminars," TSHOW2.SEM (169,993 bytes). **T**

Let's Do the Time Warp, Again

The complete script to the late-show cult film *The Rocky Horror Picture Show*, including the song lyrics. Text compressed in ARC format. Rocknet Forum (GO ROCKNET), Library 14, "General Misc.," ROCKY.ARC (25,923 bytes). **T**

Dunk the Guest

Humorist Joe Bob Briggs discusses why TV talk shows seem like the baseball-tossing carnival game, scaring him silly with topics such as Midget Wrestlers Who Have Six Wives. From his print column "Joe Bob's America." ShowBizMedia Forum (GO SHOWBIZ), Library 19, "Joe Bob Briggs," AMER.528 (3,968 bytes). **T**

So Long, Suckers!

Yup, it's a publicity shot of Calvert DeForest, the artist formerly known as Larry "Bud"

Melman, regular walk-on for *Late Show With David Letterman* and author of *Cheap Advice*. Time-Warner Lifestyle Forum (GO TWLIFE), Library 3, "Music/Movies/Arts," CACDF.GIF (95,243 bytes). **G**

Track It!

Get your video collection organized with this Windows program that categorizes tapes and allows entry of data such as tape number, your rating, actors, director, Oscar awards, and more. Has advanced search functions and customizable reports. U.K. Shareware Forum (GO UKSHARE), Library 4, "Oakley Data," TKVID.ZIP (390,600 bytes). **W**

Mr. Vegas

Large, colorful text highlights this free Las Vegas travel-information kit for Windows. Includes the most-needed 800 phone numbers—hotels, airlines, automobile rentals—for tourists heading to the Nevada hot spot. Windows Fun Forum (GO WINFUN), Library 3, "General Games," MRVEGA.ZIP (51,027 bytes). **W**

Show Fonts

See all of your installed fonts in Windows by running this Recorder file from within Windows Write, saving the cost of more expensive shareware utilities that do the same thing. Windows Shareware Forum (GO WINSHARE), Library 7, "Font/Print Apps," SHWFON.ZIP (2,100 bytes). **W**

ToonTime—A cartoonish typeface suggestive of Nickelodeon's *Ren and Stimpy*. Type 1 and TrueType.

TOONTM.SIT (37,760 bytes) **M**

Roger's Typewriter—From the Mortal Turtle Foundry comes this font of "distressed" typewriter characters. Type 1.

ROGTYP.SEA (88,960 bytes) **M**

Nahkt—Go with an Egyptian theme using this font, a series of symbols scribes used during the

Pharaohs' time. Type 1.

NAHKT1.SIT (130,048 bytes) **M**

Library 9, "PC Fonts"

Isa Bella—A beautiful woodcut "fairy tale" typeface often used in children's books, works by Voltaire, and, oddly, road signs in Belize. Type 1.

BELATT.ZIP (25,087 bytes) **W**

Terpsichore—Perfect for invitations, this enchanting italic calligraphy font is based on a 19th-century source. TrueType.

TERPSI.ZIP (112,952 bytes) **W**

Stamped Letters—Did you use a laser printer or didn't you? It may be hard to tell, using this simulation of rubber-stamp lettering. TrueType.

STAMP.ZIP (18,175 bytes) **W**

Dot Matrix—This font produces type looking very much like the output from an 8-pin printer. TrueType.

8PM-TT.ZIP (92,649 bytes) **W**

EDU-WARE—Several of the libraries in the Education Forum (GO EDFORUM) are a rich source of educational software, designed to teach your child a variety of skills and concepts.

Library 2, "Ed Software"

Microscope PC—This unique and powerful onscreen "microscope" gives your child a close-up view of shareware slide sets. File is in two parts; a third file contains slides.

MS2A.ZIP (1,208,417 bytes)

MS2B.ZIP (1,270,848 bytes) **D**

SLIDE1.EXE (569,661 bytes)

Math Strategies!—An interactive arcade video game that drills, reviews, and tests elementary-level math facts. Has smooth side and vertical scrolling across play areas.

MATHFU.EXE (250,000 bytes) **D**

Hooked Into Phonics—Learn phonic reading and spelling methods using the graphics, music, and speech in the Phonics Reading and Spelling System. Has support for sound cards.

1PHONI.ZIP (1,238,066 bytes) **D**

New Testament for Windows—Contains the complete King James text in an intuitive 3-D interface. Includes color maps, powerful text search and hypertext links, time line, and context-sensitive help.

NT4W16.ZIP (672,257 bytes) **W**

Type Trek—Teaches typing using a *Star Trek*-like game format, with high-resolution graphics, music, and sound. Comes with complete online illustrated manual.

TTKV20.ZIP (369,913 bytes) **D**

MVP Word Search—A nice Windows interface and original sound effects and musical score complement this word-search puzzle game. Solve included puzzles or create your own.

MVPWRD.ZIP (250,303 bytes) **W**

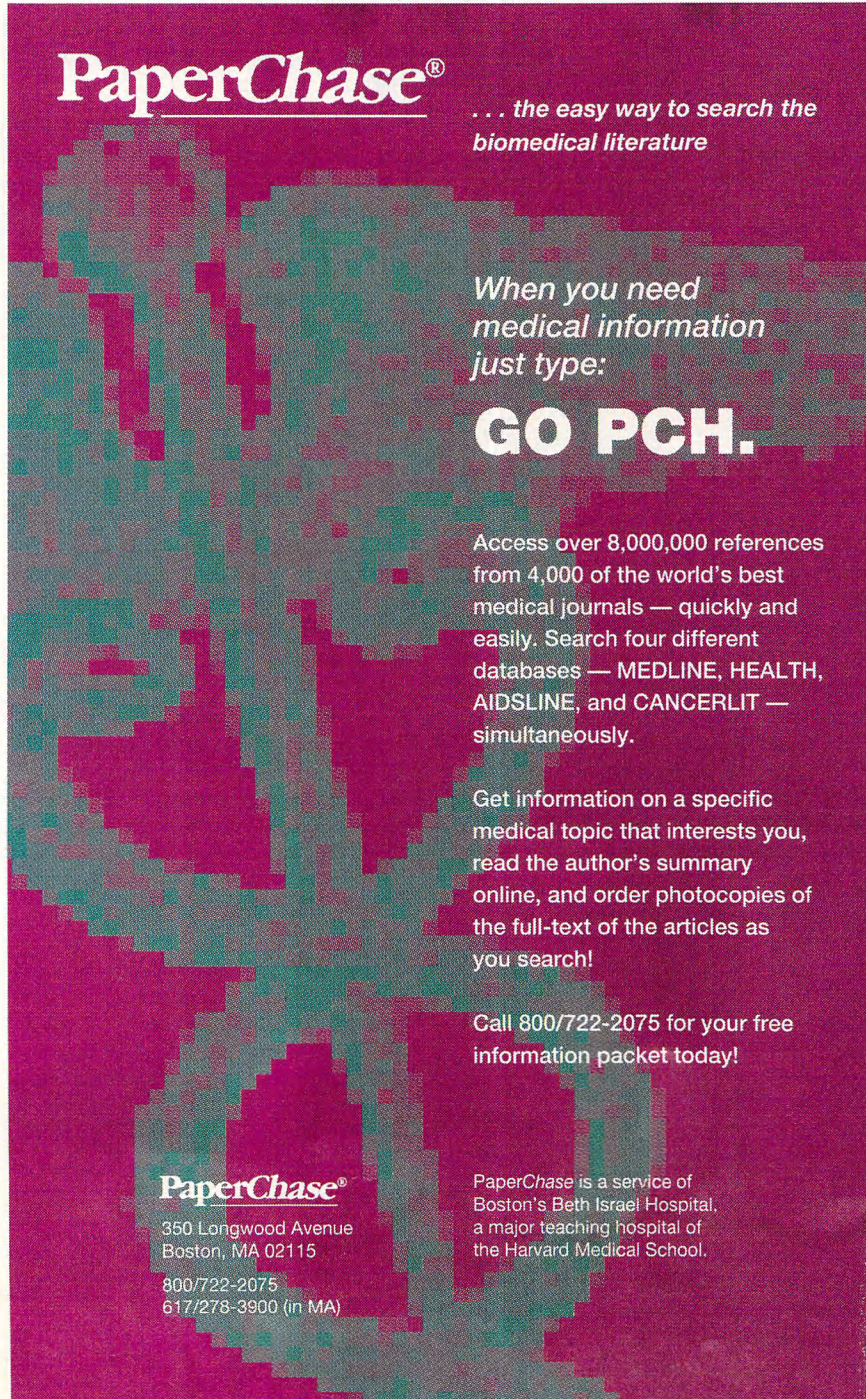
HyperGeometry—This Macintosh HyperCard stack lets math students fill in the variables as it manipulates many 2-D shapes and 3-D volumes.

GEOM.SEA (74,880 bytes) **M**

Library 5, "Early Childhood Ed"

Merlin's Music—Teaches children basic musical notation by letting them use a mouse to enter notes on a musical staff and hear their compositions through the PC speaker.

MUSIC1.ZIP (116,740 bytes) **D**



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Milton Muldoon—This flattened QuickTime movie (playable on properly equipped Macs and Windows machines) is a 60-page children's story book about a young monster's first day at day care. Use movie-player software to step through each frame/page.

VMMM.SIT (1,707,648 bytes) **A**

MOVIE CHANNEL SURFING—End remote-control dependence by knowing what you want to catch on TV *ahead* of time. The Entertainment Drive Forum (GO EFORUM) features the DOS and Windows versions of TVNow, a search-and-review program that is used with data files uploaded every 10 days to locate upcoming movies on more than 70 U.S. cable channels. Users can search for movies using such criteria as a favorite performer or type of film, then call up a full description listing cast, director, and other pertinent info. By clicking on the title, a user may add the movie to a viewing log for later printing. TVNow data files use the file-name format TV*.ZIP, where * is the first day covered in the file (for example, TV0401.ZIP for April 1-10). The files reside in the same library as the software (see below) and average around 275,000 bytes each.

Library 1, "Backlot/Programs"

TVNWIN.ZIP (549,760 bytes) **W**

TVNDOS.ZIP (414,080 bytes) **D**

SPANNING THE GLOBE—The Magellan Maps Forum (GO MAPFORUM) holds an extensive collection of GIF image maps, charting most corners of the planet from entire regions down to specialized city maps showing major streets and landmarks. Two libraries even highlight newsmaking "hot spots" in the U.S. and the world. Maps are download-friendly (most are under 50,000 bytes), and some include more than just geographic information.

Library 16, "Islands/Ocean/Europe"

Hurricane Central—A regional map of areas most affected by hurricanes in the Caribbean and southern U.S. Has latitude/longitude grid overlay for tracking.

HURRIC.GIF (45,702 bytes) **G**

Library 20, "U.S./Canada"

Along El Camino Real—This historic map shows California's many missions, from San Francisco to San Diego.

CAMISS.GIF (18,775 bytes) **G**

Not My Fault—Map of the U.S. showing places at greatest risk of a major earthquake by the year 2050.

USAEAR.GIF (25,525 bytes) **G**

Go West—These three maps show more history: trails, railroads, and mail and transportation routes from the Midwest to points west in California.

USAORT.GIF (27,850 bytes)

USRAIL.GIF (29,954 bytes) **G**

USATRA.GIF (35,015 bytes)

Library 23, "Africa"

Somalian Clans—This map of western Africa shows the demographic breakdown of the Somalian region.

SOMCLA.GIF (17,937 bytes) **G**

GAMES TWO PEOPLE PLAY—Scan the Modem Games Forum's (GO MODEMGAMES) libraries for shareware that lets you face real, live opponents at the other end of a modem connection.

Library 6, "Strategy/Conquest"

Capture the Flag—Explore your opponent's playing zone in this turn-based wilderness version of the hide-and-seek game, with artfully detailed graphics and play by e-mail support.

CAPFLA.ZIP (402,170 bytes) **D**

Library 9, "Chess/Board/Card"

Telecards for Windows—Play one of three card games via modem, network, or null modem cable: crazy eights, cribbage, or gin rummy.

TCW.ZIP (146,432 bytes) **W**

Library 13, "Shareware Showcase"

Descent—All Doomed out? Try the twisting tunnels and menacing robots of this game, featuring 3-D texture-mapped enemies, eight-player network support, and "360-degree" stereo sound.

DESCEN.ZIP (2,883,231 bytes) **D**

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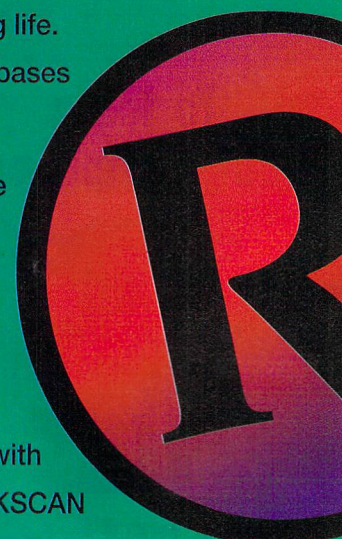
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Library 17, "Sport Sims/Games"

Pool VGA—Play Eight Ball or Nine Ball billiards against Iowa Fats (the computer) or another player.

POOLVG.ZIP (76,047 bytes) **D**

Library 19, "Other Modem Games"

OXYD—Creatively guide a black marble through an elaborate maze, a multitude of surface types, and new game elements in each level in this shareware classic for DOS or Mac. Modem players cooperate to solve levels together.

OXYD.ZIP (1,156,822 bytes) **D**

OXYD.SEA (732,288 bytes) **M**

OS/2, TOO—Utilities and applications compatible with IBM's operating system can be found in the OS/2 B Vendor Forum (GO OS2SHARE) in the first library. Downloads racking up high numbers include:

Library 1, "OS/2 Shareware"

Task Bar—Allows rapid switching between multiple running programs via a pop-up button bar, activated by moving the mouse cursor to an edge of the screen.

TSKBAR.ZIP (39,822 bytes) **O**

ZOC—A terminal-communications application with outstanding user interface, fast screen output and scrollbar buffer, online JPEG viewer, and lots of options.

ZOC203.ZIP (543,273 bytes) **O**

FontFolder—Lets you organize and browse ATM fonts in up to 100 libraries without having to install them in OS/2, and use fonts directly from a CD-ROM.

FNTF12.ZIP (186,431 bytes) **O**

The UnZip Shell—A PM front end that decompresses ZIP files created with popular ZIP programs. Has viewing of ZIP-file contents and new-destination directory creation.

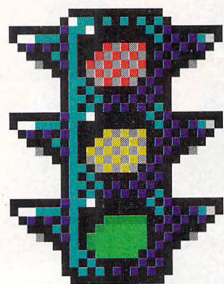
11UNZS.ZIP (73,873 bytes) **O**

SeaHaven Towers—An OS/2 Solitaire card game with multi-card dragging, various game setups, card scaling, and beautiful high-resolution card images.

SEAHAV.ZIP (284,851 bytes) **O**

LODGING COMPLAINTS—Various libraries in the Travel Forum (GO TRAVSIG) are home to recently updated "Postcard Reviews" of hotels, bed-and-breakfast inns, and other accommodations. Compiled by forum member Lan Sluder, the heavily downloaded reviews feature the experiences and comments of other forum members who have stayed there, done that. Locales covered include South America, the Caribbean, many countries in Europe and Eastern Europe, Canadian provinces, Mexico, and U.S. states and cities such as Hawaii and Seattle. For a complete list, search all libraries with the wild-card file name CARDS.* (5,000–175,000 bytes).

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FIDELITY	102	166	221	38	61
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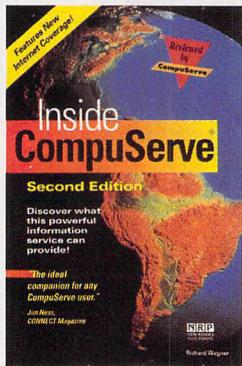
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Book Reviews

Following are summaries of book reviews available for reading this month in Online Today. To read the complete reviews, use the Go command listed at the end of each summary.

Inside CompuServe (Second Edition)



By Richard Wagner
New Riders Publishing,
1994
587 pages,
\$19.95
(softcover)

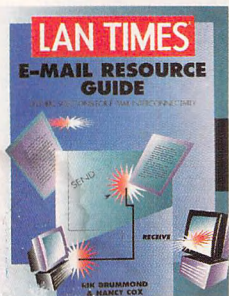
Going beyond the basic how-to information provided in software manuals, this book shows how to combine the power of WinCIM and the offline reader CSNav to reduce CompuServe connect-time charges, says reviewer Michael Naver. *GO OLT-5700*

Information for Sale (Second Edition)

By John H. Everett and
Elizabeth P. Crowe
Windcrest/McGraw-Hill, 1994
283 pages, \$16.95 (softcover)

This compendium of all you want to know about the business of information retrieval offers sample searches, CD-ROM information, updated resource listings, case histories, and more. Reviewer Sharon Kahn says it's valuable not only for those in the profession but also for those hiring an information broker. *GO OLT-5710*

LAN Times E-Mail Resource Guide: Specific Solutions for E-Mail Interconnectivity



By Rik Drummond and
Nancy Cox
Osborne/McGraw-Hill,
1994
334 pages,
\$29.95
(softcover)

If your company uses multiple, disparate e-mail applications that must function as a cohesive system, this book provides a comprehensive guide to making it all work, says reviewer Franklyn Jones. *GO OLT-5720*

Home Computer Companion

By John Pivovarnick and Clayton Walnum
Alpha Books, 1994
585 pages, \$22.99 (softcover)

Written for techno-holdouts who are still trying to figure out how to turn on the computer, this basic book provides brief but useful capsule summaries of various Windows and Macintosh products, services, and interests, as well as an ample selection of detailed software reviews, says reviewer John Edwards. *GO OLT-5730*

Macintosh Slick Tricks



By Maria Langer
Random House
Electronic Publishing, 1994
272 pages, \$16
(softcover)

There are several ways to become a power user: hang out in smoky user group meetings, read magazines until midnight, or read this book. At just 272 pages, this text makes up in substance what it lacks in volume, insists reviewer John Edwards. It's a must buy for all Mac users. *GO OLT-5770*

Using the Macintosh (Special Edition)

By Gene Steinberg, et al.
Que, 1994
1,200 pages, \$34.99 (softcover)

With information on everything from the history of the Macintosh to making the best use of it, this book has enough tips and tricks to please all but the most advanced Mac user, says reviewer Anthony Watkins, who praises it for its straightforward and professional design. *GO OLT-5740*

The Essential Guide: Word 6.0 for Windows

By Steve Eckols
Mike Murach & Associates, 1994
575 pages, \$25 (softcover)

This reference book, filled with commonsense advice, offers expert and understandable information on Word 6.0 for Windows—a program that has become somewhat complex over the years, says reviewer Robert Sanchez. *GO OLT-5750*

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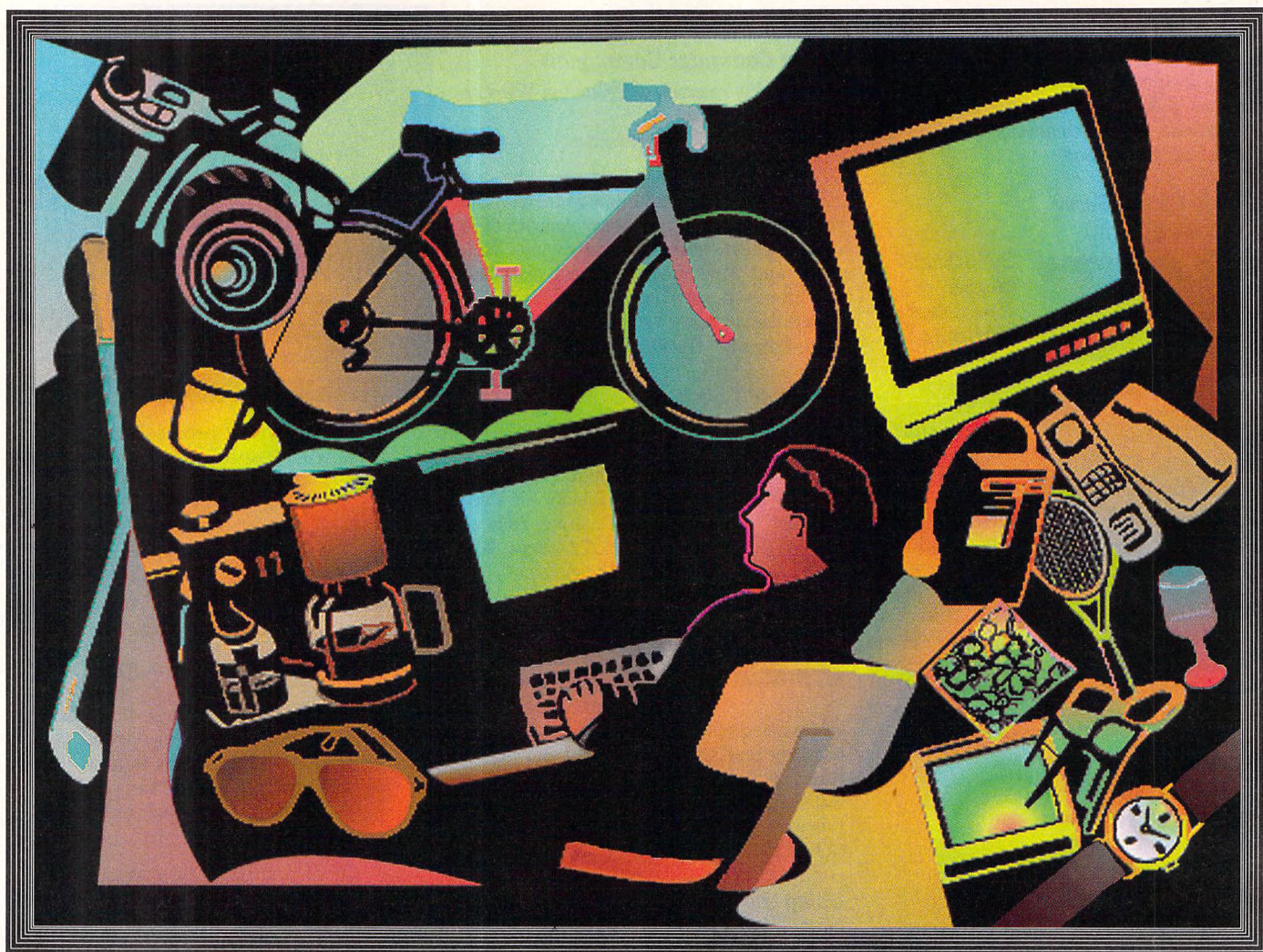
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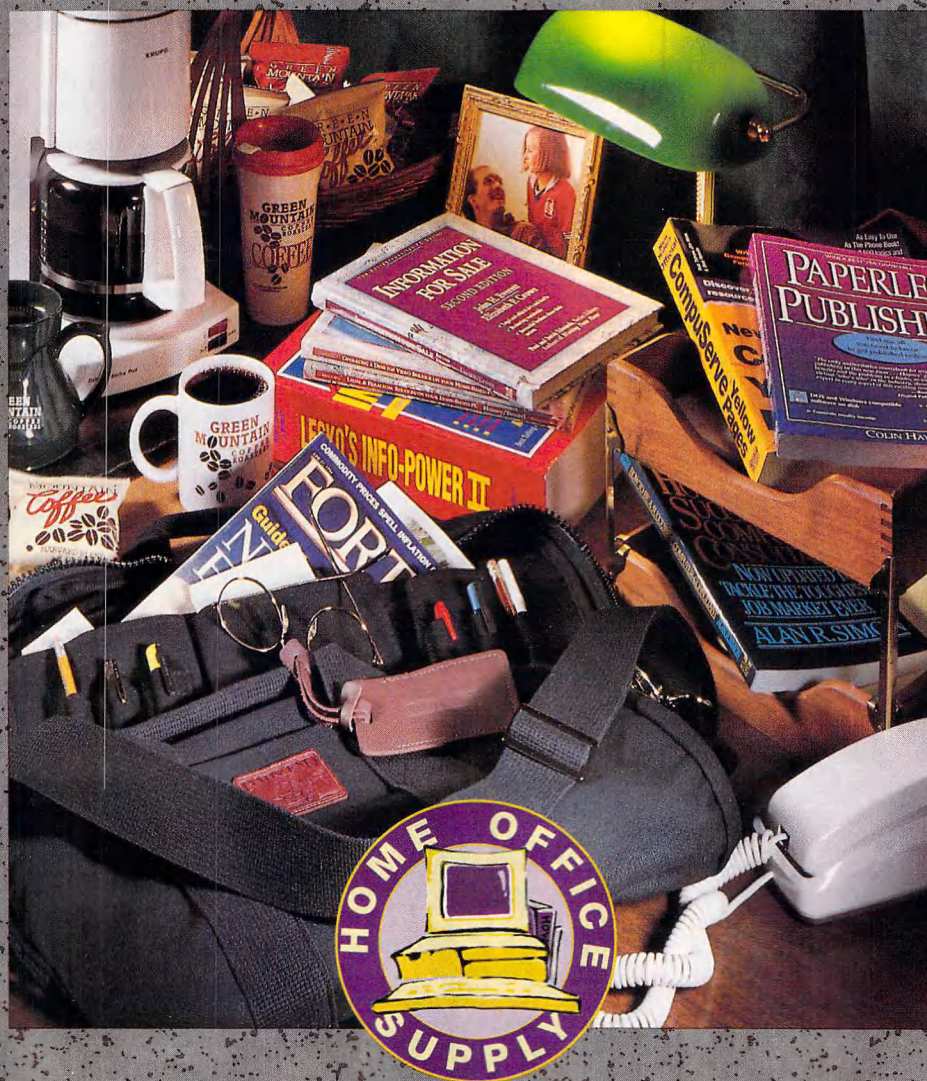
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APRIL 1995

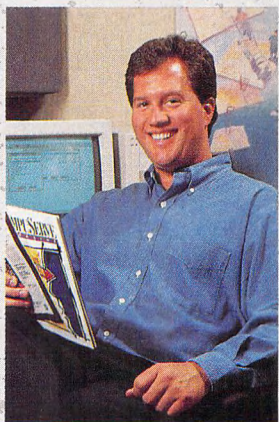


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Dear Mall Shopper:

Welcome this month to The Mall's Home Office Center. You'll find pages and pages filled with ideas and sources to make your home office or home business work better, faster and more efficiently — with some great savings, too!

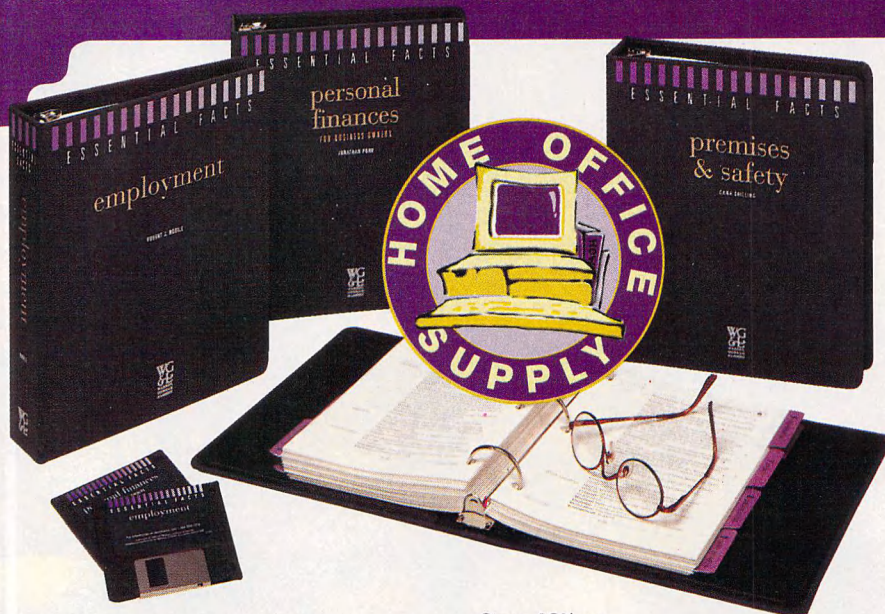
You won't want to miss out on the "That's Entertainment" contests going on at The Mall through the end of April. You could win a *free* CD, a subscription to *Premiere* magazine or a computer game in contests at The Music Place (GO THEPLACE), Narada Productions (GO NP), Entertainment Drive Ltd. (GO ESTORE) and Computer Express (GO EXPRESS). See page 7 for details.

This month we welcome three new stores to The Electronic Mall: Sports Illustrated Insider Authentics (GO SISTORE), Hyatt International (GO HYA) and The FORTUNE Store (GO FM). Remember, you can shop these new stores — or any Mall store — connect-free, 24 hours a day.

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Keith Arnold

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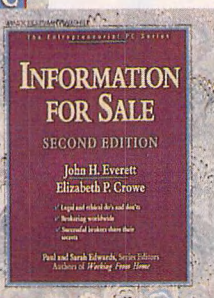
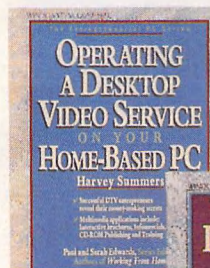
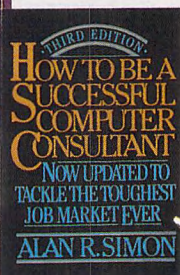
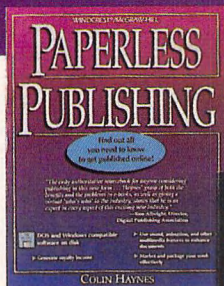
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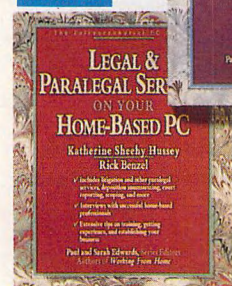
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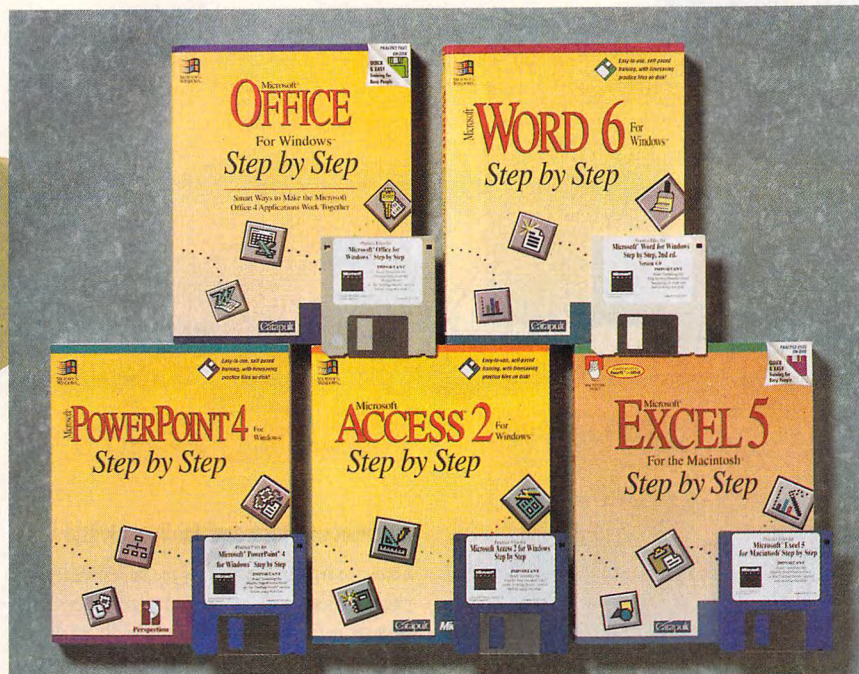
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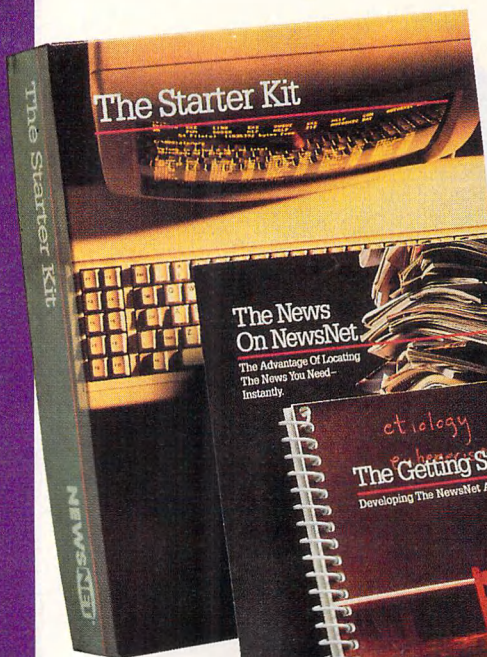
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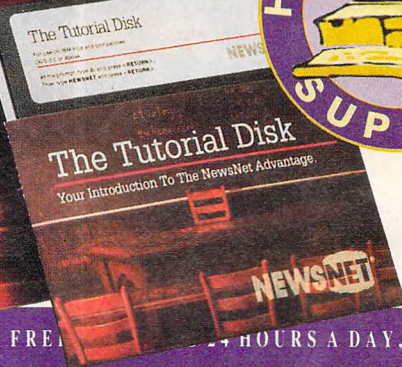
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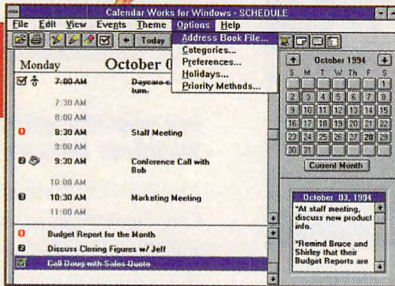
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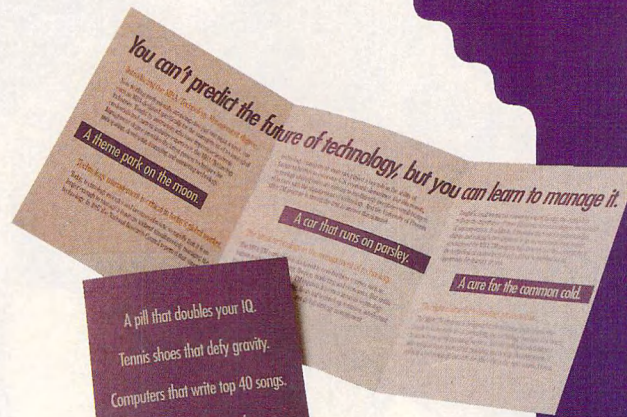


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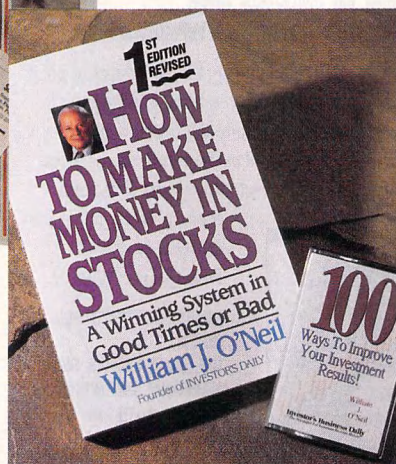




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05/26/94		Pay Check	4723.45	3,170.35	
		Direct Deposit			
		Direct Deposit	69.00	3,110.35	
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		Windsor & Green - Misc	121.45	2,988.90	
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6/01 06/02/94		Conway State			
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You'll also find some of the hottest sources for electronic entertainment equipment — everything from home entertainment centers and televisions to surround sound and video equipment. From Mall merchants like Home Shopping Values (GO HSV), Shoppers Advantage Online (GO SA), JCPenney (GO JCP), and Cambridge SoundWorks (GO HIFI). See the Mall Directory on pages 8 and 9 for a complete listing.

Win Free Entertainment in "That's Entertainment" Contests!

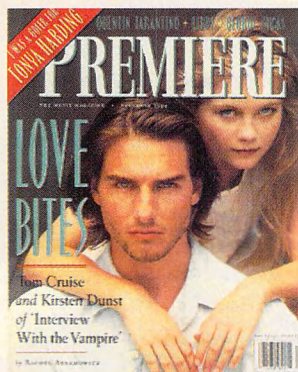
Go online to enter these "That's Entertainment" contests from Entertainment Drive Ltd. (GO ESTORE), Computer Express (GO EXPRESS), Narada Productions (GO NP) and The Music Place

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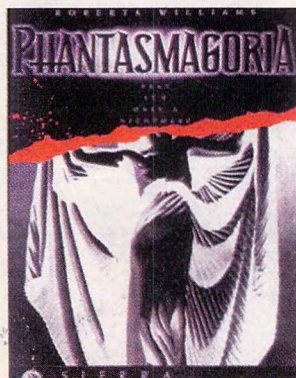
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on these two pages for a complete

listing by category of Mall stores

and their GO commands. Then

GO MALL to shop online or to find

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index, a directory of print catalogs,

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AC Americana Clothing
AU Austad's •
BR Brooks Brothers
HS Hammacher Schlemmer
LEGGS Hanes L'eggs Bali Playtex JMS •
HSV Home Shopping Values •
JCP JCPenney ■
LANDS Lands' End
PFS Paul Fredrick MenStyle
SR Sears Shop At Home •

▼ SVCMER Service Merchandise ■

SA Shoppers Advantage Online •
SHOES Stuart McGuire Shoes •

ARTS/MUSIC/VIDEO

CD BMG Music Service •
BOT Books on Tape •
HIFI Cambridge SoundWorks
FREECD Columbia House •
CCV Critics' Choice Video •
ESTORE Entertainment Drive Ltd. •
EWK Entertainment Works ■
JR Justice Records
LE The Laser's Edge
MMA The Metropolitan Museum of Art
THEPLA The Music Place
NP Narada Productions
▼ PM People Store
▼ SGM Sega Mall
VID Time Warner Viewer's Edge •

AUTOMOBILES

AI Automobile Information Center
▼ AL Alamo Freeways
AQ AutoQuot-R
ATV AutoVantage Online •
CMC Cadillac Motor Car •
ESCORT The Escort Store
FC Ford Credit ■
FORD Ford Electronic Showroom ■
FMC Ford Motor Company ■
GY Goodyear Tire & Rubber Co. •
LM Lincoln-Mercury Electronic Showroom ■
▼ NISSAN Nissan Interactive
PON Pontiac Showroom •

BOOKS/PERIODICALS

AB Audio Book Club
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IW IndustryWeek Magazine
IUM Information USA
IB Investor's Business Daily
LOS Library of Science Book Club •
ZD MacUser
MSP Microsoft Press ■
MH McGraw-Hill On-Line Bookstore
▼ NB Newbridge Book Clubs
NN NewsNet ■
PCC PC/Computing
ZD PC Magazine
PCB PC Publications
▼ PM The People Magazine Store
PRC PRC Database Publishing
RANDOM Random House Electronic Publishing
▼ SIA Sports Illustrated Insider Authentics
BK Small Computer Book Club •
TWEPB Time Warner Elect. Pub. Bookstore
USM U.S. News & World Report
WGL WG&L/Auerbach
JW Wiley Pro-Shop •
WS Windows Sources
ZD Ziff-Davis Publishing Online

CLUBS/MEMBERSHIPS

ATV AutoVantage Online •
CD BMG Music Service •
FREECD Columbia House •
LOS Library of Science Book Club •
▼ NB Newbridge Book Clubs
DINE Premier Dining •
SA Shoppers Advantage Online •
BK Small Computer Book Club •
TA Travelers Advantage •

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DP AT&T Online Store ■
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CE Computer Express
CA Concord Direct
DA Dalco Computer Electronics
DD Digital PC Store •
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BUYIBM IBM PC Direct
JDR JDR Microdevices
MW MacWarehouse
MZ Mac Zone/PC Zone
MCS Mission Control Software
MCW MicroWarehouse
PA Parsons Technology
PCA PC Catalog •
SR Sears Shop At Home •

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EP Epic MegaGames
PWM Exec/Direct
HTS Hybrid Technical Systems
IBMSP IBM Personal Software Products •
JDR JDR Microdevices
LTM The Lotus Organizer Store •
MW MacWarehouse
MZ Mac Zone/PC Zone
MCS Mission Control Software
MCW MicroWarehouse
PA Parsons Technology
PCA PC Catalog •
SAF Safeware Computer Insurance
SD Shareware Depot ■
SI Sierra On-Line
SP Softdisk Publishing
WP WordPerfect Store



FINANCE/INSURANCE/ REAL ESTATE

- BNBG Bull & Bear •
- INC Business Incorporating Guide
- CTB Centerbank Mortgage •
- CF CheckFree Corporation •
- CMS CMS Home Mortgage Corp •
- CNL CNL Customer Direct •
- CORP The Company Corporation
- CARD CompuServe Visa Store •
- CIC Continental Insurancecenter •
- EAM Express America Mortgage •
- FC Ford Credit ■
- HRB H&R Block •
- HF HomeFinder by AMS ■
- IB Investor's Business Daily •
- TKR Max Ule Discount Brokerage ★
- RELO Relocation Network •
- SAF Safeware Computer Insurance
- CRE CREDENTIALS SERVICES •
- TC Twentieth Century Mutual Funds

GIFTS/FLOWERS/ GOURMET FOODS

- FGH 800-Flowers & 800-Gifthouse
- AIF Adventures in Food ★
- BH Breton Harbor Gift Services
- COF Coffee Anyone ???
- ETHELM Ethel M Chocolates
- FG Figi's Gifts •
- FFS Florida Fruit Shippers ★
- FS Flower Stop •
- FTD FTD ONLINE
- GS The Gift Sender
- GIM Gimmee Jimmy's Cookies
- GMR Green Mountain Coffee Roasters
- HAL Hallmark Connections •
- HAM HoneyBaked Ham Company •
- LBW Liquor by Wire
- MMA The Metropolitan Museum of Art
- OS Omaha Steaks ■
- DINER Virginia Diner
- WK Walter Knoll Florist

HOBBIES/TOYS/PETS

- CAMP CAMPMOR •
- GW Garrett Wade Woodworking
- IAMS The IAMS Company •
- ▼ SGM Sega Mall
- TOM Tomorrow's Child

HOUSEWARES

- BSET Bassett Furniture
- CC Chef's Catalog •
- BEDS Dial-A-Mattress •
- HSV Home Shopping Values •
- JCP JCPenney ■
- SA Shoppers Advantage Online •
- HM Sutherland's HouseMart

MERCHANDISE/ ELECTRONICS

- HIFI Cambridge SoundWorks
- CA Concord Direct ★
- CFD Crutchfield Electronics •
- ESCORT The Escort Store •
- GTE GTE Phone Mart
- HS Hammacher Schlemmer
- HTH Heathkit Educational Systems
- HSV Home Shopping Values •
- HTS Hybrid Technical Systems •
- JCP JCPenney ■
- MCP Millennium Cellular Products •
- SA Shoppers Advantage Online •
- ▼ SVCMER Service Merchandise ■
- SUN Sunglasses, Shavers & More

OFFICE SUPPLIES/ BUSINESS SERVICES

- INC Business Incorporating Guide
- CORP The Company Corporation
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- TTS H&R Block Tax Training School •
- HF HomeFinder by AMS ■
- IUM Information USA
- ▼ OFCMAX Office Max Online
- PWP Penny Wise Custom Print Shop •
- PW Penny Wise Office Products •
- RELO Relocation Network •
- SUCCESS SUCCESStools
- UP University of Phoenix •
- UPS UPS Worldwide Services



PUBLIC SERVICES/ CHARITIES

- CCF Christian Children's Fund
- UW United Way Online •

SPORTS/FITNESS/HEALTH

- AC Americana Clothing
- AU Austad's •
- CAMP CAMPMOR ■
- CL Contact Lens Supply
- RX Health and Vitamin Express
- LENS Lens Express
- SDV SDV Vitamins ★
- SHOES Stuart McGuire Shoes •

TRAVEL/VACATIONS

- AF Air France ■
- ASU Airline Services Unlimited
- AMZ Amazing Vacation Deals
- CRUISE Compu-Cruise by Rosenbluth
- ▼ HYA Hyatt International
- TA Travelers Advantage •



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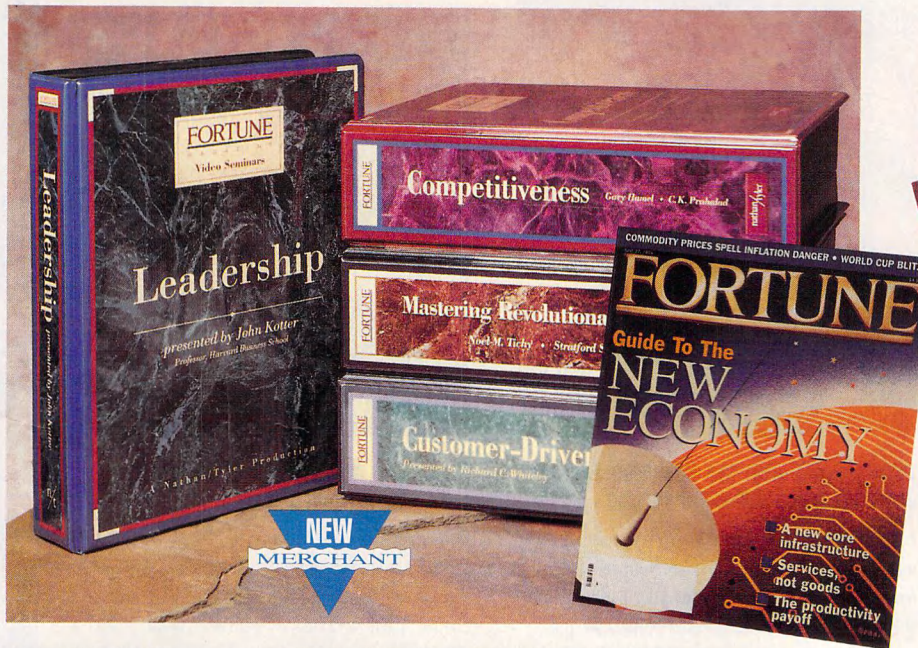
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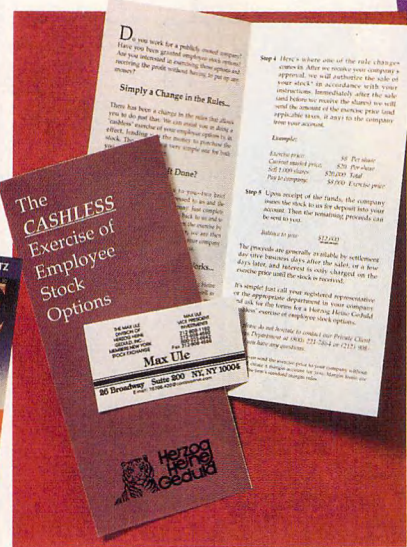


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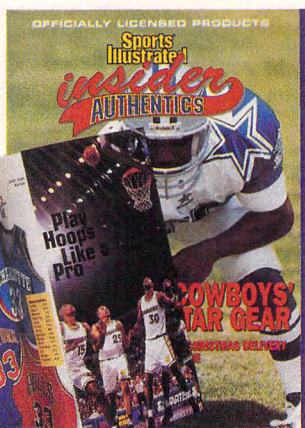
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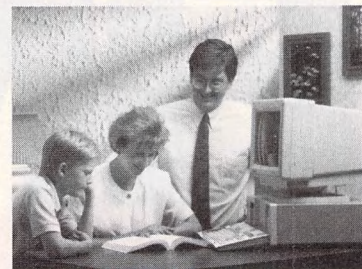
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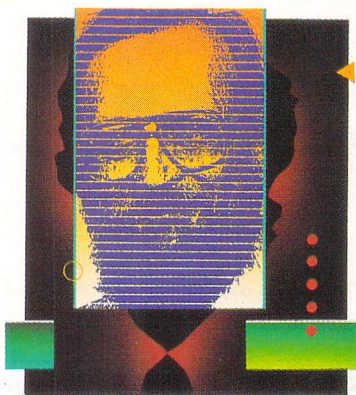
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How to Get the Most Out of CompuServe

with Charles Bowen



I administer a local-area network, and it would be great to have my alphanumeric beeper receive messages about backup status or servers crashing rather than having to dial from home and check it out. Any ideas?

Didier Bloch
New York, New York

Well, I don't know if this will do it or not, but I checked the PC File Finder (GO PCFF) with the keywords LAN and BEEPER and was referred to an interesting file in the Novell User Library Forum (GO NOVUSER), Library 7 ("Network System Utilities"), called LANBP.ZIP that promises to monitor servers on a Novell network and to call a beeper indicating which server(s) went down. (It also receives commands over the phone, so you can have the PC perform a list of tasks just by calling it.) If that doesn't quite do it, leave a message in the forum to get some conversation going.

Is there a forum where I can learn more about Microsoft Word?

Michael R. Koehler
Ridgefield, New Jersey

You bet. In fact, an entire forum is devoted exclusively to Word. Enter GO MSWORD to reach it.

I have been left a fairly large collection of original-cast Broadway-show albums but have no great interest in the genre and would like to sell them. Is there anywhere on CompuServe where I can learn what they are worth and who might be interested in buying them?

Sy Cohen
New York, New York

If I were you I'd start by posting a message in the Collectibles Forum (GO COLLECT). There's a great section of the

message board there devoted to musical collectibles. You can also purchase an online Classified Ad (GO CLASSIFIEDS).

I'm looking for detailed information about climate around the world. For instance, what is the rainfall in Denpasar, Indonesia, in December or the average temperature in Kiruna, Sweden?

Johan van Cranenburgh
Spijkenisse, The Netherlands

Grolier's Encyclopedia (GO GROLIERS) may have the kind of climate information you're looking for. Most of its entries on countries have such data. Select the search option and enter the name of the country you're looking for. Grolier's then will list a dozen or more topics, usually including one specifically on the climate of the region, including temperatures, rainfall, etc.

I am an avid basketball and tennis fan. Are there any forums devoted to these topics?

Bernie Hsu
North Haven, Connecticut

Sure. Coverage of these and other sports are included in the Sports Illustrated (GO SIFORUM), Tennis (GO TENNIS), and Sports (GO FANS) forums. Drop by and have a ball!

Charles Bowen is a contributing editor of CompuServe Magazine, author of CompuServe From A to Z, and co-author of How to Get the Most Out of CompuServe, both from Random House.

Send questions to CompuServe User ID number 70007,411. If your question is answered in this column, we'll apply a \$25 connect credit to your CompuServe account.

Mensa® Puzzler

This month's Mensa Puzzler was submitted by CompuServe member Manuel Onate. You'll find the answer in the Mensa Forum's News Flash (GO MENSA). Answers to past Puzzlers are located in the forum's Library 13, "Puns/Jokes/Puzzles."

"This is incredible," Mrs. Number-Cruncher exclaimed. "I have found a remarkable six-digit number. If you multiply this number by 2, 3, 4, 5, and 6, you get the same digits but rotated," she said.

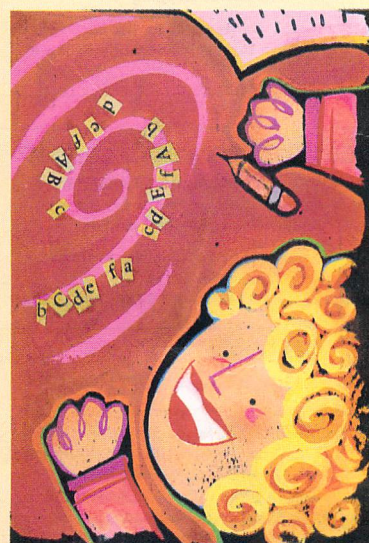
"How?" I asked.

"Very easily," she replied. Taking a piece of paper, she wrote the following:

Original: ABCDEF
Multiples: BCDEFA CDEFAB DEFABC
EFABCD FABCDE

"Substitute each letter with a digit and you get the original number and its five multiples. But keep in mind that the multiples are not necessarily in order," she said.

I took the paper and began to think about it. After a while I realized she was right. The question is: What number shows this curious property?



Do you have a Puzzler that you'd like to share with CM readers? Send your entry of no more than five brief puzzles (with answers) to: Puzzlers, CompuServe Magazine, P.O. Box 20212, Columbus, OH 43220. Include your full name, address, daytime telephone number, and CompuServe User ID number. Puzzles that are not sensitive to character positioning may be sent by CompuServe Mail to User ID number 76004,3302. If your puzzle is used here, we'll credit \$35 to your CompuServe account.

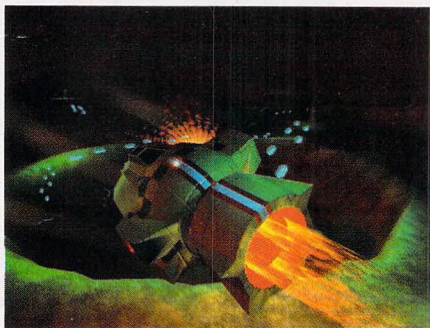
Graphic of the Month



CM's Graphic of the Month for April is *Here's Jack!*, a JPEG image of a jack-in-the-box onstage, by Mike Maricich. Maricich created the image on his Gateway 2000 4DX2 computer. The jack-in-the-box is composed of 12 separate parts. The head, nose, knob, body, hat, crank, microphone, microphone base, box trim, and the box itself were created with trueSpace 1.01. The texture map on the face and box were created with Corel Photo-Paint 3.0. Maricich drew the curtain freehand and tweaked it into position using trueSpace. The image is located in the Graphics Users Group A Forum (GO GUGRPA), Library 8, "trueSpace UG," as file JACK.JPG (160,581 bytes). The image resolution is 800 x 600.

A freelance artist who lives in Chicago, Maricich says, "I traded my paints, brushes, and canvas for this great new [computer-based] medium and I've never looked back."

This month's runners-up are *Terran Scoutship Ambushed Over Distant Moon*, by Stephen Beardmore, found in the Graphics Users Group A Forum, Library 9, "Imagine Users Group," as file AMBUSH.JPG (188,105 bytes); and *Mile-High Swimming Pool*, by Harry Dusenber, found in the Graphics Developers Forum (GO GRAPHDEV), Library 7, "Raytrace Images," as file POOL.JPG (293,247 bytes).



If you have a favorite image on CompuServe, consider nominating it as Graphic of the Month. To do so, simply GO GRFMONT and fill out the online survey. If the image you nominate is selected as the Graphic of the Month, you and the image uploader/creator will receive a CompuServe account credit. Image uploaders/creators are permitted to nominate themselves, but only one credit is applied to each member.

MEMBER ESSAY

Plunging Headfirst Into Friendship, Membership, and Water

When I started using CompuServe, I was about to learn to scuba dive. I was planning to make a scuba trip to the Caribbean but wasn't sure what kind of equipment to use there. So I looked in the Scuba Forum (GO SCUBA) and discovered that one member had uploaded a picture from the dive resort I wanted to visit. I quickly sent the uploader a message asking him what equipment I should use, and after exchanging messages with him for a few days I realized we both were German. I asked him where he dives in Germany, as I wanted to join a dive club and the city he lives in is just a few kilometers away from mine. The problem with scuba clubs in Germany is that almost every club membership is full, so they normally don't take new members. The funny thing was, I knew of the club he belonged to because a colleague of mine is a member there. What's even funnier is that a few weeks earlier I had applied to that club to be accepted as a new member but was told it was full, and here I met another member of this club who turned out to be one of its trainers! After

e-mailing each other for a while we noticed we had many of the same interests. He decided to ask his club whether I could be admitted. He was successful, and so I can participate in his trainings! We are now good friends and like to dive with each other. Without the help of him and CompuServe I wouldn't be a member of "The Pike" dive club. It means a lot to me. Thanks a lot to both!

Stefan Hohn
Rüsselsheim, Germany

Compete for \$50 worth of connect-time credit in *CompuServe Magazine's* monthly Member Essay contest. Write a 200-word essay describing an original way you've used the Information Service and send it to CompuServe User ID number 76004,3302. Include your full name and address.



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*Thom Hartmann,
Sysop, Desktop Publishing Forum*

"In May of this year we incorporated with you and are extremely happy with the services you provided. With your services, you took the mystery out of incorporating and made Delaware law work for us. It's also nice to know that whenever we have a question, we can just dial you up (as we did quite a few times when we were filling out those S status filing and EIN application forms!). Thanks again for all your help!"

*Janice and Robert Pfister
J&R Marketing Incorporated*

"I've now set-up four corporations online with The Company Corporation. Each time it was a pleasure to deal with them—the process was just as fast and easy as promised! Everyone I communicated with was very friendly and knowledgeable. I recommend The Company Corporation to everyone who needs to form a corporation."

*Julian Sorel
Sorel Data Services*

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